U.S. Department of State
FY 2000 Country Commercial Guide: Greece

The Country Commercial Guides for Greece was prepared by U.S. Embassy Athens and released by the Bureau of Economic and Business in July 1999 for Fiscal Year 2000.

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY

This Country Commercial Guide (CCG) presents a comprehensive look at Greece’s commercial environment using economic, political and market analysis. The CCGs were established by recommendation of the Trade Promotion Coordinating Committee (TPCC), a multi-agency task force, to consolidate various reporting documents prepared for the U.S. business community. Country Commercial Guides are prepared annually at U.S. Embassies through the combined efforts of several U.S. government agencies.

The Greek economy is continuing to improve steadily. The government is in its sixth year of an austerity program designed to meet the European Economic and Monetary Union (EMU) convergence criteria. Its announced intention is to continue the austerity program, joining EMU January 1, 2001. The results of the austerity program on the economy have been positive. Inflation continues its downward trend. At the end of 1998, inflation remained steady at 4.7%, but it is expected to fall to 2.5% by the end of 1999. Investment and consumer confidence remain strong and the growth of GDP in 1999 is projected to be 3.2 percent, down slightly from 3.5% in 1998. Unemployment, which stood at 10.1% in 1998, was projected to fall to 9.8% in 1999, however, first indications show an increase to 11%. A chronic current account deficit highlights continuing structural economic problems. The government is trying to address these weaknesses by cutting back the public sector through a program of privatization. This program continues to be limited by fierce opposition by labor unions, and elements of the ruling PASOK (socialist) party.

Services represent the largest and fastest growing sector of the Greek economy. Trade, banking, transportation, communications, health, education, and tourism are the largest service sub-sectors. In manufacturing, the food industry is expanding fast to support new markets in neighboring countries. Other important sectors include footwear and building materials. Greece is a surplus producer of vegetables and fruits. Its largest export items include fresh and processed fruits and vegetables, especially canned peaches and tomato products, olive oil, durum wheat, and tobacco.

Greece is an import-dependent country. In 1998, imports were $28.5 billion while exports were only $10.7 billion.

Traditionally, European countries have been Greece's largest suppliers. In 1998 imports from the United States accounted for 3.3% of the Greek import market, totaling $939 million. With $498 million in U.S. imports of Greek products, the U.S. trade surplus with Greece reached $441 million.

The German, French, Italian, and British presence is very strong in Greece. Companies from these countries miss no opportunity to bid on Greek government tenders or participate in local trade exhibitions.

In addition to duty-free status, EU suppliers enjoy the advantages of proximity to the Greek market, which translates into lower transportation costs and faster service. Despite these advantages, the receptivity to U.S. products and services is quite high. U.S. suppliers who are willing to market persistently and aggressively will find an excellent market for goods and services in many sectors.

Greece has a relatively good record in the implementation of EU directives. Having a uniform set of EU standards and certificates makes it easier for U.S. firms to enter the European and Greek markets. This is particularly true for firms that have developed marketing strategies for approaching the EU single market as a whole.

In general, the Greek commercial environment is favorable toward U.S. products and services. Among the non-agricultural sectors considered to offer "best prospects" for U.S. sales in Greece are: telecommunications services, renewable energy equipment, medical equipment, computers, franchising, defense equipment, building products, and food processing and packaging equipment. Among agricultural products the best prospects are: nursery products, planting seeds, frozen fish, tree nuts, and wood products.

In September 1997, the International Olympic Committee (IOC) announced that Athens would have the honor of hosting the 2004 Summer Olympic Games. Since that decision was announced, an organizing committee has been named and projects have been identified, though few contracts have actually been awarded for Olympics-related projects. Greece will undertake a vast number of major projects in order to successfully host the Games. At least $230 million will be spent on projects directly related to the games, including the construction of eleven new sports facilities, a five-stadium complex, and an Olympic Village. Billions of dollars are being spent on infrastructure improvements that are crucial to the successful staging of the Games. While observers agree that most major contracts for Olympics-related works will go to Greek firms, major sub-contracting or partnership opportunities are developing for American firms. 25 U.S. firms participated in an Olympics Forum that the Commercial Service organized in collaboration with the American Hellenic Chamber of Commerce in June 1999. Other such events for promoting U.S. business interest in relation to the 2004 Olympics will be held later in 1999 and onwards.

The privatization of state-controlled companies may provide additional opportunities for U.S. companies. The government is pressing to "privatize," or at least sell minority stakes in, various state-owned enterprises. A minority stake of the Hellenic Telecommunications Organization (OTE) will be sold, and the partial "privatization" of the Public Power Corporation (PPC), Hellenic Petroleum (formerly the Public Petroleum Corporation), and the two state refineries (ELDA and EKO) are projected. The Hellenic Industrial Bank (ETVA) and a number of other state-owned banks and state organizations are planning the privatization of a number of companies that they control or in which they have an equity interest. Olympic Airways is nearing privatization. Several firms are competing for a contract to manage Olympic Airways.

The proximity to other countries in Southeastern Europe and the traditional trade ties of Greek businessmen with these neighboring countries may offer different types of opportunities. Greece offers a logical gateway to the Balkan countries, where new commercial opportunities are developing from efforts to rebuild the war torn region. Greek relations with Albania and the Former Yugoslav Republic of Macedonia (FYROM) continue to improve, and Greek businesspeople have played a key role in enhancing relations with these two countries. Greek firms also have, to a degree, good ties to Central and Eastern European countries. The Black Sea region also offers potential for American firms working with Greek firms. U.S. firms may wish to target these markets from a base in Greece or to explore three-way arrangements with Greek companies.

At present, there are over 100 U.S. firms with subsidiaries in Greece; hundreds more sell through agents and distributors. Total U.S. investment in Greece is estimated at $2.3 billion (current market value), representing about one-third of all foreign investment in Greece.

Greece also provides good opportunities for U.S. firms with European subsidiaries, which enable them to compete on a more equal footing with EU suppliers. The Greek market has its own peculiarities, particularly when it comes to bids on government tenders. Lack of familiarity with regulations and lack of experience in dealing with the bureaucracy can lead to frustration and delays in contract negotiations. A competent local representative is invaluable in such cases.

Similarly, U.S. firms considering investment should review the relevant regulations with legal, tax and other business experts in order to avoid potential problems. The quasi-governmental

Hellenic Center for Investment (ELKE) is able to provide assistance in dealing with Greek government institutions.

The U.S. Embassy in Athens, in implementing its "Strategic Commercial Plan", has formed an Embassy Trade Promotion Coordinating Committee which combines the resources of various agencies within the Embassy and the U.S. Consulate General in Thessaloniki. The key objectives of this committee are to coordinate an effective advocacy on behalf of U.S. firms, to monitor and supply information to U.S. business on commercial opportunities, and to assist U.S. suppliers in increasing their exports of goods and services.

An important part of this effort is the effective use of the newly formed Joint Economic and Commercial Cooperation Commission. The Commission was created in January 1998 by Secretary of Commerce William Daley and Minister of National Economy Yannos Papantoniou during the former's visit to Athens. The purpose of the Commission is to formalize high-level talks between the United States and Greece on commercial and economic matters, with the goal of increasing bilateral trade and investment. The Commission has met twice, in Athens in May 1998 and in Washington in March 1999. The next meeting will be held in Athens during the first half of 2000. Through this forum, substantial progress is being made on a number of bilateral trade and investment issues.

Country Commercial Guides are available on the National Trade Data Bank on CD-ROM or via the Internet. Please contact STAT-USA at 1-800-STAT-USA for more information. Country Commercial Guides can be accessed via the World Wide Web at http://www.stat-usa.gov, http://www.state.gov/, and http://www.mac.doc.gov. They can also be ordered in hard copy or on diskette from the National Technical Information Service (NTIS) at 1-800-553-NTIS. U.S. exporters seeking general export information/assistance and country-specific commercial information should contact the U.S. Department of Commerce, Trade Information Center by phone at 1-800-USA-TRAD(E) or by fax at (202) 482-4473.

II. ECONOMIC TRENDS AND OUTLOOK

Major Trends and Outlook

Greece, a member of the European Union (EU), is projected in less than a year to meet all the macroeconomic convergence criteria for participation in the Economic and Monetary Union (EMU), established by the Maastricht Treaty. Greece currently aims to apply formally to enter EMU by March 2000 and join the EMU on January 1, 2001.

The government is in its sixth year of a convergence program designed to meet EMU entry requirements. By the end of 1998, as a result of a fiscal policy focused on expanding revenue collection, the government budget deficit to GDP ratio had fallen to 2.2 percent. Thanks to a tight monetary policy, cuts in indirect taxation, limited real pay increases and a gradual drachma appreciation after the March 14 1998 devaluation, inflation had been reduced to 4.7 percent at the end of 1998. The stable Drachma policy from 1994 to 1998, was a significant contributor in bringing the double-digit inflation of the 1980's and early 1990's under control. The Drachma was included in the EU Exchange Rate Mechanism (ERM) on March 16, 1998, following an unexpected 12.3 percent drachma devaluation on March 14, and a commitment to the EU Monetary Committee that the Greek government would speed up structural reforms and prepare a revised economic convergence program. The Drachma/Ecu central rate was then set at 357 drachmas per Ecu. Greece having failed to meet all EMU entry criteria on time, stayed outside the EMU, together with those other three EU countries which had opted to do so (Greece was not aiming to reach the targets in 1998). On January 1, 1999, the drachma was included in the EU ERM 2 alongside the Danish Kroner. The drachma's central rate was set at 353.109 Drachmas per Euro, a little higher than the previous setting, reflecting improved economic fundamentals of Greek economy since the March 14, 1998 drachma devaluation.

The basic macroeconomic targets of the revised convergence program of June 1998 and the outcome and subsequent revised projections are as follows:

	1998*	1999*	2000	2001	EMU TARGET
GDP growth	3.5/3.7	3.7/3.2	3.5	3.8	N/A
Government Deficit (Gen.) as % of GDP	2.4/2.2	2.1/1.9	1.7	0.8	3.0
Government Debt (Gen.) as % of GDP	107.8/105.5	103.5/105.1	104.4	103.7	60.0
Inflation** (annual average)	4.5/4.7	2.5/2.5	1.9	1.8	2.2 (est.)

*Target Outcome/Target Projected
**Includes private consumption deflator

The revised convergence program targets, as well as and the outcome for 1998 and new projections show that Greece has met the EMU entry criteria on government deficits and debt (declining rate) in 1998. As regards inflation the criterion will be met by early 2000. (Note: The EU "harmonized inflation" figure generated by EUROSTAT is some 0.2 percentage points below official Greek inflation data).

The fiscal balance showed a continuous improvement thanks again to higher tax revenues and holding the line on expenditures. Expenditures rose slightly above inflation due to a small increase in the wage bill (public sector), despite reduced growth (up 1.7 percent only) in interest payments due to lower interest rates. Higher revenues were attributable to more effective tax collection, abolition of numerous tax exemptions, and imposition of additional taxes.

The 1998 general government debt and annual deficit to GDP ratios improved to 105.5 percent and 2.2 percent respectively. For 1999 the government projects a further reduction of the deficit to 1.9 percent of GDP and of debt to 105.1 percent of GDP. The debt/GDP ratio is projected to decline further to 104.4 percent of GDP in 2000 and 103.7 percent of GDP in 2001. Outlays for military procurement will keep the debt stock slightly higher than projected in the revised convergence program.

Developments to mid 1999 have been positive. The drop of inflation (to 2.4 percent on an annualized basis in May) raised hopes that the EMU inflation criterion will be met at the beginning of 2000 the latest. The official target for the end-1999 inflation is to dip below 2 percent. The rate of wholesale price increases (goods only) rose in April to an annualized rate of only 0.1 percent up from the 5.6 percent rate recorded at the on April 1998. The large increase in 1998 was due to the mid-March 1998 drachma devaluation. The January-April 1999 wholesale price index rate of increase was only 1.6 percent. The government has limited increases for most of the state administered prices and fees and is prepared to reduce further indirect taxes in the Fall of 1999 to ensure that inflation stays close to 2 percent. Public sector wage increases for 1999 have been contained within the 2-3 percent range.

Investor and consumer confidence has remained strong. GDP growth for 1998 reached 3.7 percent, 0.2 percentage points higher than earlier official projections. The 1999 latest official estimate, following the end of the Kosovo conflict, is for a 3.2 percent growth. The overall impact of the Kosovo conflict is, according to government officials, a loss of 0.3 percentage points of GDP. This is primarily confined to losses in trade mainly with Yugoslavia and to higher transport costs for trade with central Europe. Losses in tourism in Northern Greece have been largely offset by gains in the South.

Growth is being financed by a booming stock exchange, private sector borrowing, including foreign borrowing, and public sector absorption of EU structural adjustment funds. EU net transfers to Greece in 1998 were 4.9 billion dollars, or about 4 percent of GDP. This figure may increase further if available funds are fully utilized. Utilization rates in recent years have improved. Investors' confidence is best reflected in the bullish performance in the Athens Stock Exchange (ASE), which quite easily weathered the impact of the Russian crisis in 1998. The ASE index rose by 85 percent in 1998. In the first five months of 1999 it rose another 43.7 percent. In mid-June 1999 the ASE index hovered around 4000 points. The ASE index was at 2737.55 points at the end of 1998 and at 1479.63 points at the end of 1997.

Greek financial markets have attracted increased foreign capital inflows in the last few years, first due to increasing interest rate differentials resulting from the stable Drachma policy. After the Drachma devaluation on March 14, 1998 and the Drachma's inclusion in the ERM, strong foreign capital inflows (about 10 billion dollars in three months) were stimulated by prospects for significant structural reforms and subsequent productivity increases. Part of those funds boosted the Athens Stock Exchange and drove the interest rates on long-term Greek government securities down. By mid June 1999 the 10-year bond yield was below 6 per cent and its spread to the equivalent German bonds had fallen to about 165 basis points. This implies that Greece has met the interest rate criterion required to enter EMU (below 200 basis points).

The large foreign capital inflows in 1998 increased liquidity and made more money available for businesses directly though the banking system and increasingly through the ASE. In 1998, the value of transactions in the ASE increased to 13.3 trillion Drachmas, up from 5.5 trillion Drachmas recorded in

1997, and 1.82 trillion Drachmas recorded in 1996. In the first five months of 1998, the value of transactions in the ASE were about 15 trillion drachmas an average of about 150 billion drachmas per day. The ASE market capitalization rose from 21.1 trillion drachmas (dollars 89 billion) at the end of 1995, to 45.6 trillion drachmas (dollars 161 billion) at the end of 1998. This rose again to 54 trillion drachmas (of which 39 per cent is the value of bonds) by the end of April 1999, 42.3 percent above the projected GDP for 1999. Additional capital was also made available through inflows of EU support funds (mostly for agriculture) totaling roughly 3 percent of GDP in 1998. The result was a boost in investment and private consumption and an increase in GDP growth to 3.7 percent. The unemployment rate in 1998 fell to 10.1 percent. Unemployment is projected to drop to 9.8 percent in 1999 but the first indications show an increase, bringing the rate close to 11 per cent mainly as a result of illegal immigration and better recording techniques.

While the macroeconomic fundamentals for the Greek economy have improved, serious structural reform is needed for Greece to meet and sustain EMU convergence criteria. The Greek government has been implementing a program which would privatize or sell minority stakes in some 12 government enterprises and sell some banks completely. To date, the government has been successful in selling minority stakes in the Hellenic Telecommunications Organization (OTE), the National Bank of Greece and Hellenic Petroleum. Some success is also clear in the banking sector, where government stakes have been steadily sold off, despite some problems in execution. The private banking sector (including the foreign banks) accounts for about 45 percent of the total commercial banking system as regards deposits and loans. Structural change in the public sector (i.e., elimination of unnecessary activities/entities, changes in the labor and social insurance regimes) is at the top of the Greek government's agenda but more practical measures need to be taken.

<u>Principal growth sectors</u>

Services make up the largest and fastest growing sector of the Greek economy, accounting for about 63 percent of GDP (at factor cost). Trade and banking (22 percent), transportation and communications (9 percent), health and education (9.5 percent) and tourism are the largest sectors.

Banking and Trade: Growth in the banking system is due to higher volume, provision of new services and rapid consolidation towards larger groups to cope with increased competition associated with the more competitive environment stemming from EMU. Private insurance is growing fast and there are increased prospects for business from the large projects associated with the 2004 Olympics in Athens. Higher demand boosted retail trade volume by 2.4 percent. The volume increase in banking and finance was 8 percent in 1998.

Transportation and Communications: The transport sector (including shipping) was particularly active as foreign trade expanded further in 1998. Land transport was up. Conversely, The number of air passengers carried by the national airline Olympic Airways (OA) fell by 7.6 percent. However, following the liberalization of air transport on April 1997, a number of private companies are becoming active and seeking a larger share in air transport. Conversely, transport of goods by rail dropped 2.8 percent, following a 5.3 percent drop in 1997 and a 14.2 percent increase in 1996. Telecommunications volume rose by 5 percent. This was due to increased competition to the Hellenic Telecommunications Organization (OTE) which has been expanding its digital network and increasing revenues as a result. In the cellular companies sector the entrance of an OTE subsidiary has intensified competition with the other two established cellular phone companies (both foreign based).

Tourism: The tourist industry reported a strong recovery in 1998. According to Bank of Greece data, in the first nine months of 1998 overnight stays rose by 6.3 percent. Preliminary data for 1999 indicate an increase in tourist arrivals and bookings but less than anticipated due to Jugoslav conflict.

Construction (8.1 percent of GDP): Construction has traditionally been one of the main growth areas. In 1998 it showed strong (10.0 percent) growth, thanks to increased private investment activity and to public construction works. Residential construction was up by 8.5 percent. Construction has benefited from higher public investment budgets and the acceleration of EU-financed major infrastructure projects. Public sector construction activity was up by 14 percent, a doubling of previous year’s rate.

Industry: The industrial sector accounts for about 14 percent of GDP. Industrial activity registered an increase for the fifth year in a row following a drop in the previous two years. In 1998 it rose by 3 percent. Food production increased by 3.9 percent following a 3.3 percent drop in 1997. Production of chemicals rose by 10 percent and that of non-metallic minerals (cement) and basic metallurgy by increased by 2.5 and 2.4 percent respectively. Increased construction activity in Greece boosted demand for cement. Increased exports and domestic demand led to increased production for basic metallurgy (aluminum) products. Conversely, weak foreign demand had a negative impact on the production of clothing and footwear (down 10.3 percent). High technology equipment, especially in telecommunications, is a fast growing sector and production of such equipment including electrical machinery rose by 22.9 percent. A strong increase was also noted in rubber and plastic products (up 9.7 percent) mainly due to strong domestic demand with export potential primarily in Southeastern and Central Europe. The mining sector now accounts for only about one percent of GDP. In 1998 it recorded increases in quarrying and building materials and lignite (up 2.3 percent), sulfur and barite (14.2 percent). Conversely drops were recorded in the production of ferro-nickel (down 11.8 percent), bauxite (down 4.3 percent) and crude oil (down 31.3 percent).

Agriculture: This sector accounts for about 10 per cent of GDP and employs 17 percent of the work force. In 1998 it recorded an output increase of 1 percent, the second increase in a row. Despite significant support from the EU in the form of both structural funds and subsidies, Greek agriculture is still characterized, to a large extent, by small farms and low capital investment. Adjustments in the EU Common Agricultural policy have increased the need for modernization and better management in the agricultural sector, but these changes have been slow in coming.

Government Role in the Economy

The Greek government has traditionally played a very important role in the economy. In 1998, roughly 45 percent of recorded economic activity was in the public sector. The government controlled at the end of 1998, 7 social insurance funds, 51 public enterprises and directly or indirectly some 65 percent of the banking system, following the privatization of the Ionian Bank of Greece. The government owns or controls all public utilities, and the national airline, Olympic Airways. The revised 1998-2001 Convergence Program, designed to enable Greece to comply with the Maastricht Treaty criteria for EMU, sets macroeconomic targets which require structural reforms, including reduction of the public sector. This process is also being reinforced by EU directives, which require the phasing out of the public sector monopolies for the most part by 2001.

General government expenditures, which according to Maastricht Treaty definitions, include those of social insurance funds and local authorities, amounted to 39.8 percent of GDP (including interest payments) in 1998. They are projected to drop to 36.6 percent of GDP in 2001.

The implementation of privatization had been for years strenuously resisted by the labor unions and significant elements within the governing party PASOK. After privatizing a few small banks since 1993, the government sold the Bank of Crete to EFG Eurobank (Latsis group). Alpha Credit Bank (the largest Greek private bank, also acquired the majority holding of Ionian Bank of Greece. The government also sold in different stages a 35 percent minority holding of the telephone monopoly (OTE) through public flotation or direct sale of stocks. Another 10-15 percent of the OTE stock will be offered for sale in July 1999, thus reducing the government holding to 51 percent of the stock. The Greek government has also sold its direct minority holding in the National Bank of Greece, and a 23 percent stake in Hellenic Petroleum. Twenty percent of the Duty Free Shops have been sold and the balance is scheduled to be sold in July 1999. The government has a plan stretching until the end of 1999 to privatize or sell minority stakes in 12 public sector enterprises and organizations including the port operations in Piraeus and Thessaloniki.

Balance of Payments

Greece's balance of payments has been characterized by chronic trade deficits roughly balanced by strong invisible receipts primarily tourism, shipping and EU transfer payments, and more recently by high private capital inflows. The export potential of the country had been restricted by the relatively small industrial base and a lack of adequate investment since the mid-90’s. In the last few years, spurred by a booming stock exchange and lower interest rates

Greece’s productive base is being expanded. The stable Drachma policy, pursued from 1994 until March 1998, eroded Greece's competitiveness. The drachma actually appreciated in real terms due to relatively higher Greek inflation. However, the Drachma devaluation on March 14, 1998 and its inclusion in the EU Exchange Rate Mechanism (ERM) has brought stability and also restored part of Greece’s competitiveness.

In the invisibles account, net transfers from the EU (4 percent of GDP) and tourism receipts have been the largest items. EU net transfers will increase until 1999, as Greece absorbs EU structural funds totaling some $20 billion. Greece may get another EU structural funds package beyond 1999, but nothing has been officially decided yet. If so, net transfers from the EU can continue to rise. Tourism revenues increased in 1998 by 37.5 percent over 1997. Emigrant remittances and transport receipts (mainly from shipping) make up the bulk of the remainder of invisible transfers. The current account deficit was $ 3.64 billion in 1997 or 3 percent of GDP. In 1999 and 2000 it is projected to stay at the same level if not a little lower. Relatively high interest rates and the stability brought by the drachma inclusion in the ERM have boosted inflows of private capital through 1998, thus financing the current account deficit and adding to foreign exchange reserves, which stood at dollars 20.5 billion as of end May 1999.

III. POLITICAL ENVIRONMENT

Greece is a parliamentary democracy. Under the constitution, the Greek President, at present Constantine Stephanopoulos, plays a largely ceremonial role. The Panhellenic Socialist Movement (PASOK) won 162 out of 300 Parliamentary seats in the September 1996 national elections and formed a government led by Constantine Simitis, who had replaced Andreas Papandreou as Prime Minister in January 1996 and as President of the ruling party in late June 1996. The Simitis Government has stressed that it intends to focus on the full integration of Greece into EU institutions and the absorption of EU funds, and has committed itself to ensuring that Greece meets the Maastricht targets for joining Europe’s Economic and Monetary Union (EMU).

The main opposition party is the conservative New Democracy (ND) party, whose current leader, Kostas Karamanlis, was elected to his post in March 1997. ND won 108 seats in parliament in national elections held in September 1996.

Greece's other political parties with parliamentary representation include the populist Democratic Social Movement (DHKKI), led by Dimitris Tsovolas; the socialist Coalition of the Left and Progress (Synaspismos), led by Nikos Constantopoulos; and the Communist Party (KKE), led by Aleka Papariga. The KKE is one of Europe's few remaining traditional Communist parties.

President Stephanopoulos was elected to a five-year term in April 1995. The process of selecting the next president in March 2000 could precipitate national parliamentary elections, which are otherwise scheduled to take place by September 2000. In October 1998 New Democracy made major gains in municipal and prefectural elections. In June 1999 elections for the European Parliament, New Democracy emerged with a plurality of votes (36% vs. PASOK’s 32.9%) but this is not necessarily an indication of the parties’ prospects in national elections.

The United States and Greece, both members of the North Atlantic Treaty Organization (NATO), enjoy excellent bilateral relations. Prime Minister Simitis paid an official visit to Washington in April 1996; President Stephanopoulos visited in May of that year. Common strong democratic traditions, and a large and active Greek-American community, further strengthen ties between the two countries.

Current major issues which affect the business climate in Greece include: a) heightened anti-American feeling resulting from NATO military action against Yugoslavia; b) how to reduce a bloated state sector without inflicting unacceptable levels of economic hardship; c) tax reform (fighting tax evasion and trying to lighten the tax burden); d) government moves to restructure the labor market as part of an effort to free up the economy and meet EMU convergence targets; e) continuing tensions with Turkey in the Aegean and elsewhere; and f) the continuing operation of indigenous terrorist groups that denounce American foreign policy and Greek government privatization efforts, and have bombed foreign diplomatic missions and American business facilities as well as assassinated American, Turkish, and Greek officials and Greek businessmen.

Although the need to impose strong economic measures is often acknowledged even by the critics of the government, spending cuts are frequently resisted by opposition parties, professional associations, organized labor, and much of the mass media, as well as many politicians from all parties who wish to keep political patronage jobs alive.

IV. MARKETING OF U.S. PRODUCTS AND SERVICES

Distribution and Sales Channels

It is estimated that 80 percent of Greece's import trade is handled through sales agents or distributors. Sales agents operate on a purchase basis without affecting imports on their own account. Agency agreements are not required to be exclusive and can be signed for any period of time. Distributors operate on a wholesale (and in some cases, retail) basis with exclusive sales rights for certain districts or for the entire country. Importers usually maintain their offices in Athens, Piraeus, or Thessaloniki with branch offices, subagents, and traveling sales staff covering the rest of the country. Lately there have been instances of smaller importers joining together to form cooperatives.

Sales agents of foreign nationalities are required to obtain an operating license from a special committee of the local Chamber of Commerce. The issuance of the license is subject to verification that Greek nationals are accorded reciprocal treatment in the applicant's country of residence.
Reciprocity must be proven through a certificate from a Greek consular officer stationed in the applicant's country.
Prospective sales agents are screened for reputation, experience and financial standing.

Retail and wholesale trade is characterized by small, family-owned and operated businesses, each of which deals in a narrow range of goods. There are 300,000 trading establishments in Greece. There are 7,700 corporations and limited liability companies engaged in wholesale trade and 3,200 corporations and limited liability companies handling retail trade.

There are a handful of department stores and several supermarkets. Several department stores have closed, due to failure to adjust new shopping trends. Those that remain in business, tend to operate like small shopping centers where the "shop-in-shop" concept is applied. A considerable volume of retail sales are still made by small, specialized shops. In the last few years, several major European chains have either purchased existing large department stores and supermarkets or have established their own outlets. However many names like C&A, Woolworth’s have still not found the way to Greek shopping areas.

Direct marketing is used in Greece but the limited use of personal checks stands in the way of its development. There are a few small mail or telephone order services in Greece. Door-to-door selling exists on a limited scale. Franchising is becoming increasingly popular in Greece, with most of the franchises in fast food. There is no special law governing franchising in Greece.

Licensing

Licensing agreements have to be filed with the Industrial Property Organization and the Greek tax authorities. All procedures for payment and transfer of royalties to EU and non-EU residents are handled by commercial banks operating in Greece. No foreign exchange regulations apply to royalties. The Ministry of National Economy and the Bank of Greece intervene only when a foreign firm requests an unusually high royalty percentage. Rates over 10 percent are considered exorbitant and are not permitted.

Use of Agents and Distributors

The key to success in the Greek market is to have an experienced agent or joint venture partner with suitable experience and an extensive sales network. The ability to offer full after-sales support to the end-user and spare parts coverage is also crucial.

As the Greek government accounts for most major purchases, it is also essential that local agents or joint venture partners have the ability to participate in government tenders on behalf of U.S. suppliers. The decisive factor in government purchases is low price and strict adherence to specifications. Private sector purchasers are more likely to weigh price in relation to the quality and after sales support of the goods or services being purchased.

Before making a commitment to prospective agents or joint venture partners, U.S. firms are advised to obtain background information and credit reports. The International Company Profile (ICP) program of the U.S. Department of Commerce is designed to assist U.S. companies in this regard. For information on how to order an ICP, contact the District Office or Export Assistance Center of the U.S. Department of Commerce nearest to you.

Establishing an Office

In order to establish any type of business office in Greece, a certified true copy of the company's articles and relevant agreements must be filed with the Court of Misdemeanors. Then, the local tax office must receive a copy of these documents in order to record the newly established entity with the local Merchants’ Social Insurance system. Finally, the local Chamber of Commerce issues the license number under which company will operate in Greece.

All traditional types of business organizations exist in Greece along with some more clearly defined subtypes. These include the following:

- Corporation
- Limited liability company
- General or common partnership
- Limited partnership
- Sole proprietorship or individual enterprise
- Cooperative
- Joint venture or consortium

Under Greek law, joint ventures and consortia are not recognized as different kinds of legal entities. The law governing joint ventures has been developed through decisions of the courts and directives issued by the Ministry of Finance. In general, each participant in a joint venture is liable for his share of the total debt, including taxes. Current tax law recognizes the existence and special nature of joint ventures and provides specific rules as to how their accounting records should be maintained.

Foreign enterprises may establish operations in Greece under any of these categories. In the case of industrial projects, the foreign investor is generally required to organize a Greek corporation in order to enjoy all the benefits of Law 2687 (which covers foreign productive investment) and of other incentives provided by the Greek government.

If none of the above forms is appropriate, foreign firms may establish branch offices. This requires the written approval of the Ministry of Development. Such approvals are issued on the basis of a power of attorney that designates a person who permanently resides in Greece to act as the foreign corporation's legal representative in the country.

Selling Factors

The selling factors and techniques that are applicable to Greece are generally the same as those in other western European countries and the United States.

Advertising

Advertising and sales promotion are usually handled by one of many local advertising companies. Advertising companies use all types of media to reach target groups. The mass media in Greece includes four state-run and over fifty private TV channels, and more than five hundred radio stations. There are also eight major national daily newspapers and a large number of general and specialized interest magazines, most of which are targeting on young age groups. International press is also available in major cities and tourist destinations.

A listing of national dailies and some business magazines appears in Appendix E.

Pricing

Greece has fully liberalized price controls, except for pharmaceutical and agricultural products. When pricing a product, firms should consider payment and credit terms. Orders are usually small, and Greek importers will request special consideration if a U.S. supplier requires large orders.

Greek importers generally expect C.I.F. quotation, except when the purchasing company does a large amount of direct buying and provides its own insurance. American firms should be prepared to quote prices on whatever basis is preferred by the prospective buyer.

U.S. exporters should bear in mind that letters of credit and drafts are very expensive in Greece. Banks require that the cash equivalent be deposited before issuing any guarantees. Working capital loans are relatively expensive, and to avoid extra costs, Greek firms often seek cash against documents or extended credit terms of 30-60 days (or longer) from their suppliers.

Credit

U.S. banks and U.S. firms should exercise caution in extending credit to Greek businesses. It is important to obtain full credit background information on any prospective recipient of liberal financing terms. Greek firms with an unhealthy debt/equity ratio are very vulnerable to changing interest rates. It is advisable to run periodic credit checks, even on businesses that have good payment records.

There are no debt collection agencies in Greece. Only courts are empowered to collect debts, through a legal process that is usually long and expensive.

There are a large number of bilingual law firms in Greece which practice business law. A list of attorneys is available from the Office of Citizens Consular Services for Europe, Room 4811, U.S. Dept. of State, Washington, D.C. 20520. This list is also available from the commercial section of the U.S. Embassy in Athens and the U.S. Consulate General in Thessaloniki.

Government Procurement

Purchases by the Greek government of capital equipment and supplies play an important role in the country's commercial environment. Greece is a member of the European Union and a signatory of the GATT Government Procurement Code, and adheres to the polices on government procurement of those organizations.
The Ministry of Development controls the procurement of almost all public sector entities, such as ministries, state organizations, agencies, and so on.

It is a standard requirement that all bidders post a bond, usually 5 percent of the bid value, for all tenders issued by the Greek government and quasi-governmental agencies. Bids not accompanied by bonds are invalid. Bonds are returned to unsuccessful bidders within 5 days of the award of a contract.
After a bid is approved, the successful bidder is invited to sign a contract that incorporates the terms and conditions of the bid, subject to any negotiated additions or amendments. At that time, a performance bond, usually equal to 10 percent of the bid value, must be posted by the firm.

Bids for the construction of public works are governed by special legislation. Construction bids are normally only open to local firms. However, when projects are complex and require a high degree of technical expertise, or when externally financed, international bids are invited.

If a particular commodity or service can be supplied by a local firm, the tender may be limited to local firms. Another means of directing purchases to local firms is to stipulate that foreign bidders must submit their offers in joint ventures with local enterprises. In major projects, the utilization of local resources (engineering services, manpower supplies, manufacturing, or assembly) is an important factor in bid evaluations. Foreign as well as local bidders must quote and accept payment in Greek drachmas, unless otherwise specified in the tender documents.

Special legislation also governs military construction projects and the purchase of defense items. Most military tenders require offsets. Procurement sponsored by the North Atlantic Treaty Organization (NATO) is open to international competitive bidding in accordance with NATO bidding procedures.

Patents and Trademarks

Greek laws extend equal protection on patents and trademarks to both foreign and Greek nationals. Greece is a member of the Paris Convention for the Protection of Intellectual Property, the European Patent Convention, the World Industrial Property Organization, and the Berne Copyright Convention. Greek legislation is also in harmony with EU rules and regulations on the subject.

Although there is adequate legislation which covers the protection of patents, copyrights and trademarks, enforcement of the law is insufficient, and piracy of copyrighted products and trademarks still exists. For more information, please see "Protection of Property Rights" in the Investment Climate section of this report.

V. LEADING SECTORS FOR U.S. EXPORTS AND INVESTMENTS

A. Best Prospects for Non-agricultural Goods and Services

1. Computers and Peripherals (CPT)

The total market for computer technology in Greece is estimated at $4.7 million in 1998 with annual growth rate of 25 percent. Industry experts forecast continued growth in this market as public-sector entities begin a long overdue computerization program using $500 million in European Union funds, and private sector companies continue to feed their hunger for cutting edge information technology solutions.

An array of other opportunities will develop over the next several years as Greece shifts to the use of the common European currency, girds to solve the "year 2000 problem," and most urgently, upgrades its information infrastructure to host the Athens 2004 Olympic Games.

U.S. firms are well positioned to exploit these opportunities and dominate the market. American companies already account for almost 65 percent of the market for information technology products in Greece. U.S.-made PCs, servers, printers, networking products, and software enjoy an excellent reputation for their performance, quality and technological superiority. Industry watchers estimate that imports from the U.S. will continue to grow over the next three years at a real rate of 19-25 percent.

The main competitors of American companies are European companies, including Bull (France), Philips (Netherlands), and Siemens-Nixdorf (Germany). Two Greek assembly companies, Altec and Quest, cover a significant portion of the market.

(US $ Millions)

		1997	1998	1999
A.	Total Market Size	626.0	857.0	1054.0
B.	Total Local Production	252.0	353.0	436.0
C.	Total Exports	30.0	33.0	39.0
D.	Total Imports	344.0	471.0	579.0
E.	Imports from the U.S.	223.0	306.0	376.0

The above statistics are unofficial estimates.

2. Medical Equipment (MED)

The Greek market for medical equipment and supplies is dominated by imports. Imports supply approximately 90 percent of the Greek market, mainly from Germany (21%), the U.S. (17.6%), Italy (14%) and the Netherlands (7.8%).

Imports in 1997 were approximately $438.4 million and are estimated to increase to $473 million in 1998 with a real growth rate 8-10% annually over the next three years.

Local production of medical equipment is limited. Several small to medium-sized factories supply hospitals with furniture, inexpensive manual wheel chairs, bandages, gauze, and other rudimentary hospital supplies. Only one dynamic Greek company manufactures high-technology medical equipment, such as artificial kidney equipment and hemodialysis equipment.

It is anticipated that the total market for medical equipment and supplies will grow over the next three years at a real rate of 10 percent per annum. This projection is based on an ambitious program announced by the Ministry of Health for the establishment of new hospitals, and on the need for modernizing most existing facilities.

There is an increasingly strong demand for advanced and sophisticated medical equipment for which U.S. manufacturers enjoy an excellent reputation. As a result, imports from the U.S. have increased from $11 million in 1989 to $63.2 million in 1997.

Medical equipment consumption is concentrated mainly in the public sector, which accounts for 65-70 percent of total value of purchases of medical equipment and supplies. U.S. suppliers should be aware that agents and distributors of medical equipment sometimes experience long delays in payment from state-owned hospitals. These delays are generally covered by the local business partners.

The Greek government has received approximately $1.6 billion from the EU Delors Package II for medical projects. The funds will go toward the construction of new hospitals, the expansion and modernization of existing ones, and the purchase of medical equipment. The steady increase in number and quality of private clinics will also play a substantial role in the increase of imports of technologically advanced equipment.

Most promising subsectors are in surgical appliances and supplies, surgical/medical instruments, and electro-medical equipment.

(US $ Millions)

		1998	1999	2000
A.	Total Market Size	473.0	521.0	564.66
B.	Total Local Production	11.6	11.7	11.8
C.	Total Exports	10.1	10.2	10.3
D.	Total Imports	475.3	520.0	563.16
E.	Imports From the U.S.	68.0	75.0	81

The above statistics are unofficial estimates.

3. <u>Building Products (BLD)</u>

In September 1997, the International Olympic Committee (IOC) announced that Athens would have the honor of hosting the 2004 Summer Olympic Games. While observers agree that it is likely that most major contracts for Olympics-related works will go to Greek firms, major subcontracting opportunities will definitely develop for American firms.

In addition, interest of the Greek population in the ownership of real estate continues to drive the construction of new buildings and the renovation and expansion of existing structures. As a result, it is anticipated that the market in this sector will increase in real terms by 10-15 percent annually over the next three years. The private sector and the Greek government are also trying to modernize existing houses, commercial buildings, hospitals, airports and ports.

The Greek government has also announced a number of priority infrastructure projects, which have an estimated cost of $8 billion, that are expected to be completed by 1999.

The "do-it-yourself" market is also a growing market in Greece.

Although there is extensive local production and heavy competition from the EU-suppliers, U.S. products enjoy excellent reputation for their quality and durability. Italian, German and French manufacturers of building products have a predominant presence in this market. U.S. companies are represented through local firms that act as agents, distributors and importers. Most European companies have established joint-ventures with local businessmen or are in the process of establishing wholly-owned subsidiaries.

Glazed ceramic flags and pavings, hearth or wall tiles, sawn or chipped, sliced or peeled wood, painters fillings and faucets, indoor walls and floors are among the most promising products to be imported to Greece.

Greece requests an ISO certificate as well as EU certificates for building products/equipment. U.S. companies need to have such certificates to enter the Greek market.

(US $ Millions)

		1998	1999	2000
A.	Total Market Size	4,865	5,295	5,734
B.	Total Local Production	3,567	3,853	4,161
C.	Total Exports	18	19	20
D.	Total Imports	1,316	1,461	1,592
E.	Imports from the U.S.	61	68	76

The above statistics are unofficial estimates.

4. <u>Telecommunication Services (TES)</u>

The deregulation of the telecommunications market that has been mandated by the EU will not take effect in Greece until 2001 because of a special exemption. Value-added services are no longer under the state run monopoly.

The Hellenic Telecommunications Organization (OTE), Greece’s state-owned telephone service provider, has undertaken a massive program of service expansion and upgrading in order to compete after deregulation. OTE’s multi-million dollar modernization program foresees the upgrade of its telecommunications network, including the addition of value-added services such as cellular telephony, data communication, paging, cable TV, satellite communications, and internet services.

The Greek cellular telephony market is a huge success story. Deregulated in 1992, the market continues to boom. The two private cellular telephony providers, PANAFON (52%) and TELESTET (33%), have close to 1,500,000 subscribers. In the spring of 1998 OTE’s subsidiary, COSMOTE (15%), finally introduced its mobile telephony service, which uses DCS 1800 technology. The three companies have invested a total of close to $1 billion already and are continuing to invest.

Following is a list of telecom services with excellent market potential:

Leased circuits for the transmission of data, voice, and video, security systems links, and other applications in the banking, insurance, and services sector.

- o Wireless communications systems and DECT technology products.
- o VSATs (very small aperture terminals) that are used primarily for remote areas communications via satellite. Hotels, plants, multi-national or national company outlets are the best customers for VSAT services.
- o Transportable TV signal transmission stations.
- o Fast public switched data networks.
- o ISDN high-speed digital networks.
- o Paging systems compatible with the HERMES pan-European paging system.
- o Videotex for graphic display applications and video conference applications.
- o Marine communications via satellite.
- o New cellular telephony applications in GSM environment.

(US $ Millions)

		1997	1998	1999
A.	Total Market Size	1,010.0	1,130.0	1,729.0
B.	Total Local Production	808.0	877.2	1,394.4
C.	Total Exports	0.2	2.6	3.4
D.	Total Imports	200.0	260.0	338.0
E.	Imports from the U.S.	20.0	39.0	50.9

The above statistics are unofficial estimates.

5. Commercial and Residential Air Conditioning and Refrigeration (ACR)

It is anticipated that the market in this sector, now estimated at $245 million, will increase in real terms by 8-10 percent annually over the next three years. Adding to the opportunities in the private sector is a huge Greek government infrastructure program that includes the installation or upgrading of air conditioning systems in facilities around the country. Facilities targeted for construction or improvement include major airports, subways, hospitals, and government buildings. Experts believe that the U.S. share of this market, now valued at around $11.0 million, could grow as much as 10 percent per year. Some trade sources put the U.S. share of the ACR higher than official statistics, near $36.0 million.

In general, imports supply about 90 percent of the market, mainly from the Far East, the European Union (EU), and the United States. Commercial and residential air conditioning and refrigeration equipment (ACR) accounts for about 55 percent of these imports. Local production has increased and supplies mainly air handling units, fan coils, and chillers, designed for small and medium-size industrial and commercial firms.

The refrigeration portion of the domestic air-conditioning and refrigeration market is currently being strengthened by countless modernization projects. Applications for new projects involving cold storage rooms, freezing tunnels and other refrigeration systems and equipment have reached $40.0 million in the first quarter of 1997. The Greek government is also trying to install and/or upgrade the cooling chamber, freezing tunnels, and food storage equipment used by agribusiness cooperatives to assist them in competing in the European market. The refrigeration portion of the domestic market will also be strengthened by future modernization projects and by the replacement, due to heightened environmental concerns, of old equipment.

There are around 15-20 ACR manufacturers in Greece, out of which five are major companies. There are 50-60 which are medium size companies dealing with imports. Twelve companies deal with refrigeration equipment.

There are no restrictions on the importation of air conditioning and refrigeration equipment from the U.S., nor are there any non-tariff barriers affecting their imports. However, all imported ACR equipment needs the CE mark and certificate.

There are three U.S. subsidiaries of ACR equipment producers in Greece: Carrier Hellas, Trane Hellas, and Lennox - D. Daskalopoulos. Although most of the major foreign air conditioning firms are represented in Greece, U.S. manufacturers of ACR equipment can still find capable distributors interested in selling products new to the market. U.S. air conditioning companies are known in Greece for the high quality, durability and low maintenance costs of their products.

Very good sales prospects exist for products under Harmonized System (HS) codes 84.14.90.90, 84.15.82.90, 84.18.60.90, 84.18.61.90, 84.18.99.80, and 84.15.90.90, including machinery and equipment for cooling chambers, compressors, condensing units, water chillers, air coolers, and packaged units.

(US $ Millions)

	1997	1998	1999
A. Total Market Size	226.0	245.0	258.0

B.	Total Local Production	21.0	24.0	25.5
C.	Total Exports	22.0	22.0	23.5
D.	Total Imports	227.0	247.0	250.0
E.	Imports from the U.S.	11.0	11.0	12.5

The above statistics are unofficial estimates.

6. Franchising (FRA)

The system of franchising was first applied in Greece in the mid 1970's, but the rapid growth it is presently experiencing did not start until the early 1990's. While there are several successful franchise systems operating in Greece, there is room for many more and some industries are still practically untapped.

"Quick service eating outlets" is the area with the highest concentration of franchise systems operating in Greece. Many of the key players, like McDonald's, Pizza Hut, and Dunkin Donuts, are active, but as changing lifestyles allow less and less time for meal preparation at home, new opportunities are appearing. Clothing, houseware, giftware, and a broad range of services such as computer training are other areas where franchise systems are proving successful in taking over from traditional independent outlets. In the services sector franchising is doing very well and there are great opportunities with concepts for children, i.e. Computer trainning, teaching languages etc.

Greece has a large and dynamic middle class that can provide in abundance two of the basic elements for the success of franchising: ambitious prospective businessmen to become franchisees, and clients to frequent the new businesses. Forty percent of Greece's population lives in or around Athens. Most businesses are concentrated in that area and in a few other major cities like Thessaloniki, Patras, Larisa, and Heraklion. During the summer, more than 10 million tourists visit Greece, presenting an excellent market for some franchise businesses.

The Franchise Association of Greece plans to develop some statistics on the activity of its members but nothing is available now.

7. Residential Natural Gas Equipment and Accessories (OGM)

Residential Natural Gas Equipment and Accessories (RNGE) at present is an undeveloped sector in Greece despite its considerable potential. However, the sector is attracting more and more attention, heating and cooking units getting the most notice.

Even though no more than 8,500 end-users are now served with natural gas, rapid development is foreseen over the next eight to ten years. Eventually around 500,000 homes will use natural gas for heating, out of which over 400,000 will also use natural gas for water heating and cooking in Greece. Refrigerators using natural gas have also good opportunities in this new market.

In accordance with two Presidential Decrees, issued in 1987 and 1988, builders must provide natural gas facilities for heating, hot water, and cooking in all new houses, as well as in commercial and industrial buildings, built in the Attica, Viotia, Thessaloniki, Larissa, and Volos areas.

In addition, Greek policy concerning the acquisition of new RNGE units is contained in a number of laws that permit a tax exemption of 75 percent of the cost of new residential natural gas burning equipment.

Imports of natural gas heating equipment and accessories are minimal, the data available from the Greek National Statistical Service for 1997 and previous years include only imports and exports of city gas and liquefied petroleum gas (LPG) distribution equipment, instruments, and household appliances. According to this data the total Greek market for residential gas equipment is estimated at $35 million for 1997. Imports supply approximately 85% of the heating generators and 90% of the cooking equipment market. Apart from a small percentage of LPG/city gas stoves, no household appliances using city gas, gas burners, and water heaters are manufactured in Greece.
The size of the market for RNGE equipment is estimated to reach $110 million by 2002 with the completion of the medium pressure, and the development of the low pressure, natural gas distribution networks in Attiki, Thessaloniki, and Larissa/Volos regions.

According to industry data, the U.S. share of the market for residential gas burning equipment was estimated at around 3.0 percent in 1997. It is estimated that over the next five years the U.S. market share will grow at a real rate of 8 percent per annum because of the interest in RNGE expressed by Greek companies in the sector in representing U.S. manufacturers. This data does not include RNGE equipment and parts produced by European subsidiaries of U.S. firms.

There are no restrictions on the importation of RNGE equipment and parts from the United States nor are there any non-tariff barriers affecting their import.

Although most of the major foreign RNGE equipment manufacturers are represented in Greece, U.S. firms can still find capable importers and distributors interested in selling products that are new to the market. U.S. RNGE equipment, products, and parts are known in Greece for their high quality and durability.

Very good sales prospects exist for products under Harmonized System (HS) codes 84.03.10.00, 85.16.60.00, 84.18.21.00 including gas heating generators and burners, kitchen stoves, water heaters and refrigerators.

In addition, joint venture or licensing arrangements for the local production of RNGE accessories and parts have excellent sales and prospects.

(US $ Millions)

		1997	1998	1999
A.	Total Market Size	35.0	46.0	53.0
B.	Total Local Production	4.0	5.0	5.5
C.	Total Exports	1.0	1.0	1.5
D.	Total Imports	32.0	39.0	49.0
E.	Imports from the U.S.	1.0	1.1	1.5

The above statistics are unofficial estimates.

8. Food Processing and Packaging Machinery and Equipment (FPP)

The Greek food industry is very dynamic and profitable, and the food processing industry and packaging industry is one of the most important sectors of Greek industrial activity. In total, it accounts for about 20 percent of total manufacturing activity in Greece.

According to industry sources, there are about 10,000 food processing units and 700 beverage units. These units employ about 100,000 workers or approximately 17 percent of the total industrial workforce. Fruit and vegetable canning and processing entities as well as bakeries are the sector’s largest employers, followed by sugar and confectionery, beverage, and meat processing. This sector processes about 70 percent of Greece’s agricultural production. The largest concentration of food processing units are in Macedonia, Thessalia, Crete, and the Peloponese.

The Greek market for food processing and packaging machinery and equipment is estimated by industry experts to be around $221.1 million in 1998. The Greek market is dominated by imports, which cover about 83 percent of the total market. Over 65 percent of the imported machinery and equipment is Italian or German. Greek manufacturers hold a 20 percent share of the market, with domestic production limited to simple equipment. There are no official equipment production statistics available.

The U.S. market share was around 6.6 percent in 1998 and, based on projections by market sources, is expected to grow over the next three years at a real rate of 10-12 percent. This market share does not include equipment imported from European subsidiaries of U.S. firms. The principal equipment imported from the U.S. continue to be machinery for processing fruits and vegetables.

U.S. food processing and packaging machinery and equipment has an excellent reputation for quality and durability. U.S. manufacturers operate in Greece mainly through local agents and importers.

There are no restrictions on imports of food packaging machinery and equipment, nor any non-tariff barriers affecting imports from the U.S.

Prospects are good in all of the food-beverage processing and packaging machinery and equipment sector. The best sales opportunities are in: bakery, pastry and pasta equipment; fruit and vegetable processing, freezing and canning; juice extraction and canning; food filling, sealing, capping, wrapping machinery; meat processing equipment; fish canning; processing-packaging of snacks; and soft drink bottling lines. In addition, joint venture/licensing arrangements, and local assembly/production of equipment have excellent sales prospects.

	1997	1998	1999
A. Total Market Size	197.7	221.1	247.3
B. Total Local Production	39.5	43.8	48.6
C. Total Exports	6.8	7.5	8.2
D. Total Imports	165.0	184.8	206.9
E. Imports from the U.S.	13.2	14.7	16.4

The above statistics are unofficial estimates.

9. Defense Products (DEF)

Almost every ten years the government of Greece implements a major multi-million dollar purchase plan that aims to modernize the Greek Armed Forces. For the period 1998-2004 the Ministry of Defense (MOD) has been allocated $16 billion.

The Greek Armed Forces have released a very long list of goods that it hopes to purchase within the next two years and pay for within the next decade. The list of purchases that MOD is currently considering, is discussing with suppliers, or has at the evaluation stage follows:

Air Force:

Medium-sized transport aircraft
Ammunition

Army:

The purchase of 250 new tanks;
Purchase of four more Apache helicopters;
Purchase of six M577 track vehicles;
Purchase of 80 M901A1 tow vehicles; and
Hawk missile upgrade;

Navy:

Upgrade of Glafkos-type submarines and purchase of new sub batteries;

Purchase two landing craft air cushioned (LCAC) hovercraft;
Purchase of new frigates;

Competition for many of these contracts will be stiff. Industry sources report that the French, German, Russian, and other European Governments have already been strongly promoting their industries and push their products through strong political pressure. Market analysts insist that defense companies proposing purchases to MOD should include in their package very favorable financing terms, including advantageous rates and deferred interest.

(US $ Millions)

		1997	1998	1999
A.	Total Market Size	390.0	470.0	564.0
B.	Total Local Production	60.0	70.0	84.0
C.	Total Exports	0.0	0.0	0.0
D.	Total Imports	351.0	423.0	507.6
E.	Imports from the U.S.	210.6	253.8	304.5

The above statistics are unofficial estimates.

B. Best Prospects for Agricultural Products

1. <u>Nursery Products</u>

The yearly demand for plant material (floricultural and ornamental) in Greece, is estimated at $214 million and is expected to double over the next five years as public and private landscaping projects increases and Athens prepares for the 2004 Olympic Games. Expanded landscape activity is expected at all levels from home gardens to large public developments including re-landscaping existing buildings, land rehabilitation, soil stabilization and highway beautification projects. The U.S. share in the import market is currently estimated at approx. 0.15% for all nursery products, excluding cut flowers. In the next 5 years public works projects are expected to create demand for 95-100 million shrubs and trees suitable for public space landscaping, valued roughly $90 million, in addition to several new waste disposal sites which will need 60 to 65 million plants for landscape rehabilitation. Floricultural products (cut flowers and flowers in pots for interiors and outdoors) are also a fast growing market.

The EU accounts for over 90% of current imports. Domestic nurseries presently account for nearly 85% of all plant propagation material including arboricultural nursery products.

By 2004 the domestic production is expected to be able to meet only 8-10% of total demand.

The potential for U.S. products, technology and investment in the Greek nursery sector is high. The most accessible market is for seeds (flowers, grass, environmental grasses for erosion control, wild flower seed mixtures), various propagation material, bulbs, grafting material and numerous species in pots.

(US $ Millions)

	1998	1999	2000
Total Market Size(Domest Demand)	214	234	260
Total Local Production	152	150	152
Total Exports	2	1	2
Total Imports	64	85	108
Imports from the U.S	0	0	1

The above statistics are unofficial estimates

2. Planting Seeds

The Greek seed market includes crops like cotton, corn, wheat, sugar beets, alfalfa, industrial tomato and vegetables for immediate fresh consumption. The value of the field crop seed market is estimated at just over $100 million (value at retail price level paid by farmers), while the vegetable seed market is estimated at $30 million. Greece fully complies with EU regulations concerning the implementation of phytosanitary procedures and registration of genetics to the EU catalog. U.S. wheat seed, although preferred by a number of farmers and importers is not imported from the U.S. due to karnal bunt restrictions imposed by the GOG. GMO seeds face difficulties in the GOG’s approval procedures. U.S. exporters should continue to target the traditional market for field seed imports, particularly those of corn hybrids, alfalfa, cotton seed, vegetables. U.S. exporters should explore the potential markets GMO seeds as well as other high value certified seeds (i.e., environmental grass seeds, hybrid vegetable seeds, forage plant seeds and other genetics not produced domestically, like strawberry seedlings and various cuttings).

(US $ Millions)

	1998	1999	2000

	1998	1999	2000
Total Market Size	135	137	138
Total Local Production	37	40	40
Total Exports	0	0	0
Total Imports	98	98	99
Imports from the U.S	29	29	30

The above statistics are unofficial estimates

3. Frozen Fish and Seafood Products

Frozen fish consumption in Greece has increased 15% in the last few years, but at 24 kg per capita, is still relatively low compared to other European countries. Steady improvements in living standards coupled with the recent changes in consumption patterns towards healthier food have helped fuel this increase in demand for fish, especially frozen fish, which is cheaper than fresh fish, to a total market of 230,000 MT. The majority of frozen seafood is sold packed, with fillets and codfish being preferred. The main U.S. competitors are the EU and African countries as well as some local fish farms. Greece is one of the largest importers of U.S. frozen squid, although recent low squid supplies in the U.S. affected Greek imports. Salmon consumption and imports show an upward trend, although still at low levels. CY-1997 imports were 600 MT, (106 MT of U.S. origin), compared to 241 MT in 1996.

(US $ Millions)

	1998	1999	2000
Total Market Size	150	155	158
Total Local Production	15	16	16
Total Exports	0	0	0
Total Imports	135	139	142
Imports from the U.S	7	8	8

The above statistics are unofficial estimates

4. Tree Nuts

Consumption trends in Greece show a gradual increase in tree nut utilization in the food and confectionery industry while the snack food sector remains stable. Good quality tree nuts are mostly used as snack food. Greeks are one of the highest nut consumers in the world, with about 8 kg per capita consumption, with peak in December and January. The market, approximately $214 million, is handled by 10-15 processors and packers who also are the major importers/exporters and cover 75-80% of the total amounts of marketed nuts. Imports are usually necessary, with almonds purchased from the U.S. (approximately 1,400 MT) and pistachios purchased from Iran (approximately 2,600). Other U.S. tree nuts (walnuts and pecans) are imported in small quantities. Walnuts face competition from the Turkish product and those purchased from around the Balkan area. The GOG applies EU standards for aflatoxin levels in tree nuts, sampling imported nuts for testing and requiring public health certificates citing the aflatoxin content.

(1,000 MT)

	1998	1999	2000
Total Market Size	53	55	57
Total Local Production	30	30	31
Total Exports	5	5	5
Total Imports	25	27	28
Imports from the U.S	3	3	4

The above statistics are unofficial estimates

5. <u>Wood Products</u>

Local wood production falls for short of requirements (33% self sufficiency in industrial wood), with forestry product imports reaching approximately $340 million in 1998. The wood types imported into Greece are hardwoods (tropical timber, oak, ash, beech) and softwoods (douglas fir, SYP, spruce, redwood, pine and tropical timber). U.S. white oak is the main wood sold to Greece, accounting for 50% of U.S. exports to Greece. Thirty percent of the total hardwood and twenty percent of the softwood is imported in precut dimensions. Greek exports are limited to chipboards of negligible amounts. Greece was the sixth, in 1997 and 1998, largest EU market for American hardwood veneer with good trade opportunities in the future, especially in view of the 2004 Olympic games when construction is expected to reach peak levels. The total projected rate of import growth from all suppliers, through 2003, is estimated at 14.5 percent.

(US $ Millions)

	1998	1999	2000

Total Market Size	485	500	505
Total Local Production	145	145	145
Total Exports	0	0	0
Total Imports	340	355	360
Imports from the U.S	25	26	27

The above statistics are unofficial estimates

VI: TRADE REGULATIONS, CUSTOMS AND STANDARDS

1. Trade Barriers

Greece, which is a WTO member, has both EU-mandated and Greek government-initiated trade barriers.

Law: Greece maintains nationality restrictions on a number of professional and business services, including legal advice. Restrictions on legal advice do not apply to EU citizens, and U.S. companies generally circumvent these barriers by employing EU citizens

Accounting/auditing: The transitional period for de-monopolization of the Greek audit industry officially ended on July 1, 1997. Numerous attempts to reserve a portion of the market for the former state audit monopoly during the transition period (1994-97) were blocked by the European Commission and peer review in the OECD. However, in November 1997, the Greek government issued a presidential decree that reduced the competitiveness of the multinational auditing firms. The decree established minimum fees for audits, and imposed restrictions on utilization of different types of personnel in audits. It also prohibited audit firms from doing multiple tasks for a client, thus raising the cost of audit work. The government has defended these regulations as necessary to ensure the quality and objectivity of audits. In practical effect, the decree constitutes a step back from deregulation of the industry.

Aviation: The Greek flag carrier, Olympic, used to have a monopoly in the provision of ground services to other airlines. As of January 1, 1998, all major airports in the EU had to offer at least two ground handling options. However, in practice Olympic remains the only ground handling option other than self-handling.

Motion Pictures: Greek film production is subsidized by a 12 percent admissions tax on all motion pictures. Enforcement of Greek laws protecting intellectual property rights for film, software, music, and books is problematic, but has improved in 1998-99.

Agricultural products: Greece has not been responsive to applications for introduction of bioengineered (genetically modified) seeds for field tests despite support for such tests by Greek farmers.

Greece insists on testing U.S. wheat shipments for karnal bunt disease. It will not accept U.S.D.A. certificates stating that wheat comes from areas free from the disease. The testing method used provides a high incidence of false positive results and thus serves as a de facto ban on imports of U.S. wheat.

2. Customs Valuation

As a member of the European Union, Greece subscribes to the EU's common external tariff, common agricultural policy, joint transportation policy, and to the directives on the free movement of goods, labor and capital. Trade between EU members is duty-free. Import duties on products from non-EU countries (including the U.S.) is 5 - 7 percent for most manufactured products. In general, duties are lower on most raw materials and higher on some other product categories, such as textiles. Import duties are applied on C.I.F., ad valorem basis. In addition to import duties, imports are subject to other minor surcharges totaling less than 1 percent.

Agricultural products from non-EU countries are subject to a more complicated protection system administered by the EU. The system includes higher surcharges that make non-EU agricultural products non-competitive on price. Greece occasionally bans imports of some types of products that compete with similar domestically produced ones. Greece also sometimes prevents or delays customs clearance due to phytosanitary problems.

Commodity imports into Greece are generally free and no import licenses are required. The EU applies certain quota restrictions on products from low-cost countries. U.S. businessmen wishing to market products that they manufacture in low-cost countries, such as China, are advised to review the quota system with their importers.

Banks require one original invoice from the foreign supplier in order to carry out a transaction. Temporary duty relief can be granted for raw materials imported into Greece for processing and re-exportation to non-EU countries. Goods imported into Greece for demonstration can be imported under a carnet, which can be issued by most U.S. Chambers of Commerce.

3. Labeling

Labeling and marking requirements are in accord with EU requirements. Labels must be in Greek. The Greek labels can be attached to the product between clearing customs and being offered for sale. If this present a problem, U.S. manufacturers should consult with their Greek importers.

4. Standards

Greece follows standards requirements according to guidelines set by the EU. ISO 9000 is accepted and used by many local firms and is a requirement for many government procurement contracts.

5. Special Import Provisions

Pharmaceutical imports require a special approval that is granted by the National Pharmaceutical Organization. New-to-market food products require similar approval by the General State Laboratory.

Products complying with the Food Code do not require a special permit to be imported and marketed in Greece, with the exception of seeds, meat and poultry products, nuts, and dairy products.

Seeds: In order for a seed variety to be imported into Greece it should be listed in the European Variety Catalog. If not, it must be registered in the national Catalog of Greece, which requires tests taking 2-3 years, depending on variety and species. Seeds must be accompanied by certain certificates required by the EU.

Meat and Poultry: Imports of meat and poultry meat and their by-products from third countries into Greece are allowed only from EU approved plants. However, imports of poultry meat poultry products into Greece from the U.S. are suspended due to failure of the U.S.-E.U. Veterinary Equivalency agreement to include poultry.

Nuts: Imported nuts are subject to an aflatoxin test performed by the Supreme Chemical Laboratory.

Dairy Products: Imports of dairy products (i.e., ice cream and frozen yogurt) of U.S. origin should be from plants included in the list of EU approved plants.

6. Free Trade Zones

Greece has three free-trade zones, located at the Piraeus, Thessaloniki, and Heraklion port areas. Goods of foreign origin may be brought into these zones without payment of customs duties or other taxes and remain free of all duties and taxes if subsequently transshipped or re-exported.

Similarly, documents pertaining to the receipt, storage, or transfer of goods within the zones are free from stamp taxes.

Handling operations are carried out according to EU regulations 2504/88 and 2562/90. Transit goods may be held in the zones free of bond. The zones also may be used for repacking, sorting, and relabeling operations. Assembly and manufacture of goods are carried out on a small scale in the Thessaloniki Free Zone. Storage time is unlimited, as long as warehouse charges are promptly paid every six months.

VII. INVESTMENT CLIMATE

Openness to Foreign Investment

The Greek government encourages private foreign investment as a matter of policy. Investments are screened only when the investor wants to take advantage of government provided tax and investment incentives. In such cases, foreign and domestic investors face the same screening criteria. Greece, which currently restricts foreign and domestic private investment in public utilities (with the exception of cellular telephony and energy from renewable sources), has deregulation plans for telecommunications and energy. As regards telecommunications, Greece has been granted a derogation until January 1, 2001 to open its voice telephony and the respective networks to other EU competitors. In the energy field, the Greek energy market will be gradually deregulated, starting in February 2001. There are also restrictions on land purchases in border regions and on certain islands (on national security grounds). U.S. and other non-EU investors receive less advantageous treatment than domestic or EU investors in the banking, mining, broadcasting, maritime, and air transport sectors.

Major investment laws are:

-Legislative Decree 2687 of 1953 which, in conjunction with Article 112 of the Constitution, gives approved foreign "productive investments" (basically manufacturing and tourism enterprises) property rights, preferential tax treatment, work permits for foreign managerial and technical staff, and permission for the export of capital, dividends, interest, and other current payments. The Decree also provides a constitutional guarantee against unilateral changes in the terms of a foreign investor's agreement with the Greek government. (Investors have learned through experience that this does not include taxation regime changes).

-Law 2601/98 revised the investment incentives regime replacing Law 1892/90 and its subsequent amendment 2234/94. Under the new law, new businesses (with less than five years of operation) may choose any of the following combinations of incentives: a) grants and interest subsidies as well as subsidies for leasing equipment,

b) tax exemptions and interest subsidies. The emphasis of the new law is on assistance for large projects, mergers of small and medium size manufacturing companies and on the development of new products.

-Laws 89/67, 378/68, 27/75 and 814/78 provide special benefits (such as tax and import duty exemptions) for offshore operations of foreign companies established in Greece.

-Law 468/76 governs oil exploration and development in Greece. Law 2289/95, amending this legislation, allows private participation in oil exploration and development.

The Greek Government has a plan stretching until the end of 1999 to privatize or sell minority stakes in public sector enterprises and organizations including the Hellenic Telecommunications Organization (35 percent currently traded in domestic and international markets, the sale of another 14 percent is scheduled for July 1999), Hellenic Petroleum (23 percent currently traded in the market), the Hellenic Duty Free Shops, the Public Power Corporation, the Athens Water Company, the Athens Stock Exchange and the port operations in Piraeus and Thessaloniki. The stage at which foreign or domestic investors participate in privatization programs is not under any restrictions.

Conversion and Transfer Policies

Receipts from productive investments can be repatriated freely at market exchange rates. Remittance of investment returns is made without delays or limitations. Most of the remaining capital controls were abolished in August 1997.

On March 16, 1998, the Greek currency was included in the European Union's Exchange Rate Mechanism (ERM). This was preceded by a drachma devaluation of 12.3 percent on March 14. The drachma participates in the ERM-2 as of January 1, 1999. The drachma’s central rate was set at 353.109 drachmas per EURO.

Expropriation and Compensation

Private property may be expropriated for public purposes, but only in a nondiscriminatory manner and with prompt, adequate and effective compensation. Due process and transparency are mandatory, and investors and lenders receive compensation in accordance with international norms. There have been no expropriatory actions involving the real property of foreign investments in recent history. However, a 1996 government decision to revoke a casino license for Athens has generated lawsuits in Greece and the United States, seeking compensation for the loss of the license.

Dispute Settlement

Investment disputes involving U.S. companies have been related to the Greek government's proclivity to change the terms of negotiated contracts (e.g., casino licenses). A dispute between the Greek Public Gas Corporation and GAZPROM, the Russian supplier of natural gas, over the price of gas is currently underway with the Russians threatening to invoke international arbitration. Greece accepts binding international arbitration of investment disputes between foreign investors and the Greek state. International arbitration as well as European Court of Justice judgments supersedes local court decisions. Greece has an independent judiciary. The court system is a highly time-consuming means for enforcing property and contractual rights. Foreign companies report their experience that Greek courts do not always provide unbiased and effective recourse. This is clearly the case regarding U.S. copyright holders, although this is not, strictly speaking, an investment. Although an investment agreement could be drafted subject to foreign legal jurisdiction, this is highly unlikely, particularly if one of the contracting parties is the Greek state. Foreign court judgments are accepted and enforced by the local courts.

Commercial and bankruptcy laws in Greece are in accordance with international norms. Under Greek bankruptcy law, private creditors receive compensation after claims from the state and insurance funds have been satisfied. Monetary judgments are usually made in local currency unless explicitly stipulated otherwise. Greece has a reliable system of recording security interests in property.

Greece is a member of the International Center for the Settlement of Investment Disputes, but no new cases have been forwarded to the Center for settlement since 1982. Greece is also a member of the New York Convention of 1958 on the Recognition and Enforcement of Foreign Arbitral Awards.

Performance Requirements/Incentives

Greece is in compliance with WTO TRIMS Notification. Investment incentives are available on an equal basis for foreign and domestic investors in productive enterprises. The monetary value of an incentive is inversely proportional to the level of development of a given region; in other words, the less developed the region where the investment will occur, the more generous the incentive. Under the new Investment Incentives Law 2601/98, new businesses (with less than five years of operation) may choose any of the following combinations of incentives:

--Grants and interest subsidies, as well as subsidies for leasing equipment.

--Tax exemptions and interest subsidies.

Businesses with more than five years of operation qualify only for interest subsidies and tax exemptions. Additional tax incentives are extended to foreign investors if they establish export-oriented businesses, or if they save foreign exchange through import substitution (Law 2687/53). The Hellenic Center for Investment (ELKE) or "One-Stop Shop" is responsible for reviewing projects valued over 3 billion drachmas ($10 million), or 1.5 billion drachmas ($5 million) if there is foreign participation, for which government incentives are sought.

There are no performance requirements imposed as conditions for establishing, maintaining, or expanding an investment. However, performance requirements do exist when an investor wants to take advantage of tax and/or investment incentives. Local content, import substitution, export orientation, and technology transfers are taken into consideration by the Greek authorities in evaluating applications for investment incentives. Companies that fail to meet the specified performance requirements may be forced to give up the incentives they were initially granted. All information transmitted to the government for the approval process is treated confidentially.

U.S. and other foreign firms may participate in government-financed and/or subsidized research and development programs. Foreign investors do not face discriminatory or other de jure inhibiting requirements. However, many potential and actual foreign investors assert that the complexity of Greek regulations, the need to deal with many layers of bureaucracy, and the involvement of various government agencies discourage investment.

There are no restrictions on the entry of foreigners into Greece. Foreigners from EU countries may freely work in Greece.

Foreigners from non-EU countries may work in Greece after receiving residence and work permits. There are no discriminatory or preferential export/import policies affecting foreign investors, as EU regulations govern import and export policy, and increasingly, many other aspects of investment in Greece.

Right to Private Ownership and Establishment

Foreign and domestic private entities have the right to establish and own business enterprises. They may engage in all forms of remunerative activity, including the right to establish, acquire, and dispose of interests in businesses. Greece restricts foreign as well as domestic private investment in public utilities. Recent privatization plans are limited to the sale of minority holdings in public utilities (e.g., Telecommunications Organization, Hellenic Petroleum, Athens and Thessaloniki Water and Sewage Companies). Private power production for sale to the national grid is currently limited to "non-traditional" energy sources (e.g., wind and solar). However, the Greek energy market will be gradually deregulated, starting in February 2001. As regards telecommunications, Greece has been granted a derogation until January 1, 2001 to open its voice telephony and the respective networks to other EU competitors. There are also restrictions on land purchases in border regions and certain islands (on national security grounds). Some restrictions exist for non-EU investors (including U.S.) in: (1) mining, (2) banking, (3) maritime and air transport, and (4) broadcasting.

Private enterprises enjoy the same treatment as public enterprises with respect to access to markets and other business operations, such as licenses and supplies. Access to credit has traditionally been easier for public enterprises, which could borrow easily from state-controlled banks. Liberalization of the banking system and increased compliance with EU norms, however, have gradually forced state banks to operate in a more market-oriented manner, making it easier for the private sector to obtain credit.

Protection of Property Rights

Greek laws extend protection of property rights to both foreign and Greek nationals. At least on paper, the Greek legal system protects and facilitates acquisition and disposition of all property rights. As for intellectual property, Greece is a member of the Paris Convention for the Protection of Industrial Property, the European Patent Convention, the World Intellectual Property Organization, the Washington Patent Cooperation Treaty, and the

Berne Copyright Convention. As a member of the EU, Greece has harmonized its legislation with EU rules and regulations. The WTO-TRIPS agreement has been incorporated into Greek legislation as of February 28, 1995 (Law 2290/95).

Despite Greece's legal framework for (Law 2121 of 1993 on copyrights and Law 2328 of 1995 on media) and voiced commitment to copyright protection, piracy of copyrighted material, especially audio-visual works for television, remains significant. Greece has been on the Special 301 “Priority Watch List” since 1994. Just prior to an out-of-cycle review in December 1996, the Greek Government submitted an “Action Plan” laying out the steps it would take to reduce audio-visual piracy. While some of these steps were taken, the government lagged behind severely in licensing television stations in accordance with the provisions of the 1995 media law; the process, which only got underway after extremely long delays, was less than half-way through in mid-1999. As a result of slow movement in many areas of concern to U.S. companies, the U.S. Government launched a WTO TRIPS non-enforcement challenge and consultations under WTO auspices were started in June 1998. These are continuing.

Two other significant intellectual property protection problems are lack of effective protection of copyrighted software and of trademarked products in the apparel sector. Although Greek trademark legislation is fully harmonized with that of the EU, claims by U.S. companies of counterfeiting appear to be on the increase.

Intellectual property appears to be adequately protected in the field of patents. Patents are available for all areas of technology. Compulsory licensing is not used. The law protects patents and trade secrets for a period of twenty years. There is a potential problem concerning the protection of test data relating to non-patented products. Violations of trade secrets and semiconductor chip layout design are not problems in Greece.

As an EU member, Greece is required to have transparent policies and effective laws for fostering competition. In practice, however, the process is not transparent due to overlapping laws and confusion in their application. Foreign companies consider the complexity of government regulations and procedures -- and their inconsistent implementation by the Greek civil administration -- to be the greatest impediment to operating in

Greece.

In order to simplify and expedite the investment process, a quasi-state investment promotion agency, the Hellenic Center for Investment (ELKE), was established in 1996. ELKE functions as a one-stop shop for assisting investors in cutting through red tape and acquiring the numerous permits needed to proceed with investments. It also advises the government on ways to streamline the investment process and generally to improve the investment climate in Greece.

Greek government laws and policies generally do not negatively affect the efficient mobilization and allocation of investment. However, labor laws remain quite restrictive regarding the dismissal of personnel. Under current regulations, both private and public companies are prohibited from firing or laying-off more than 2 percent of their total workforce per month without a special prior dispensation from the government.

Foreign investors often complain about frequent changes in tax policies (there is a new tax law practically every year). Tax laws sometimes include discriminatory provisions, e.g., the 1998 tax bill increased corporate tax rate from 35 to 40 percent for all corporations that have registered shares but do not trade them on the Athens Stock Exchange (ASE). Though in principle this change would not violate Most Favored Nation or National Treatment obligations, one practical result is to provide a tax subsidy to Greek firms based on their utilization of the ASE.

<u>Efficient Capital Markets and Portfolio Investment</u>

Greece has an efficient capital market and the private sector has access to a variety of credit instruments. Credit is allocated by private banks -- and increasingly by public ones too -- on market terms, and is equally accessible by private Greek and foreign investors. A number of American banks operate in Greece, serving both the local and international business communities.

An independent regulatory body, known as the Capital Market Committee, supervises the Athens Stock Exchange and encourages and facilitates portfolio investments. Both owner-registered, and bearer bonds and shares, are traded on the Athens Stock Exchange. It is mandatory for the shares of banking, insurance and public utility companies to be registered. Greek corporations listed on the Athens Stock Exchange that are also state contractors are required to have all their shares registered.

A few state-controlled banks dominate the Greek banking industry. Private Greek and foreign banks do, however, comprise an increasingly competitive and generally profitable private sector, holding about 45 percent of the banking system's assets. Private banks in Greece are in good financial health and are expanding their market share. State banks have a large exposure to public enterprises of questionable financial health. Total combined assets of the five largest banks are estimated at 90 billion dollars.

There are a limited number of cross-shareholding arrangements in the Greek market. To date, the objective of such arrangements has not been to restrict foreign investment. The same applies to hostile takeovers (although the practice is a brand new experience to the Greek market). Generally, in sectors open to private investment, foreign investment is not prohibited or restricted, by either law or regulation or by private sector efforts or practices.

Political Violence

Greece is a stable parliamentary democracy currently governed by a socialist government. There are, however, several indigenous terrorist groups that regularly denounce American capitalism and "imperialism." The most notorious are "17 November" and "ELA", which have a history of committing murders and bombings directed against American (including killing five U.S. government employees), Turkish and Greek government targets. There have been a number of terrorist attacks against the property of American and other foreign businesses in recent years but no private American businessperson has been the victim of a terrorist attack. American businesses keep a generally lower profile in Greece compared to other EU countries.

Corruption

Bribery is considered a criminal act and the law provides severe penalties for infractions. However, diligent implementation and enforcement of the law remains an issue. The problem is most acute in the area of government procurement. It is a widely held belief that political influence and other considerations, such as loyalty to old suppliers, plays a significant role in the evaluation of bids. Bribery cannot be deducted from taxes. As a signatory of the OECD Convention on Combating Bribery of Foreign Government Officials, the Greek Government is committed to penalizing those who commit bribery abroad. The Convention was ratified by the Greek Parliament on November 5, 1998 and implementation began as of February 15, 1999.

The judicial authorities are responsible for investigating and prosecuting corruption cases. In cases where politicians are involved, the Greek Parliament decides whether parliamentary immunity should be lifted to allow a special court action to follow. In recent years, there have been a number of investigations of alleged corruption; there was even a special court action against politicians, including the then-Prime Minister, in 1989. While private bankers were convicted, no government official has been convicted to date.

Bilateral Investment Agreements

Greece has bilateral investment protection agreements with Albania, Armenia, Bulgaria, Chile, China, Croatia, Cuba, Cyprus, Czech Republic, Egypt, Estonia, Georgia, Hungary, Korea, Latvia, Lebanon, Lithuania, Morocco, Poland, Romania, Russia, Serbia ("FRY"), Slovenia, Tunisia, Ukraine, Uzbekistan, and Zaire. Investments by EU member states are governed and protected by EU regulations.

Greece and the United States have the 1954 Treaty of Friendship, Commerce and Navigation, which covers a few investment protection issues, such as acquisition and protection of property and impairment of legally acquired rights or interests.

Also, Greece and the United States have the 1950 Treaty for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income. Despite the existence of this Treaty, which provides national treatment with respect to all taxes imposed on citizens and subjects of the other contracting state, Greek tax laws sometimes include discriminatory provisions.

OPIC and other Investment Insurance Programs

Full OPIC insurance coverage for U.S. investment in Greece is currently available only on an exceptional basis. OPIC and the Greek Export Credit Insurance Organization signed an agreement in April 1994 to exchange information relating to private investment, particularly in the Balkans. Other insurance programs that also offer coverage for investments in Greece include the German investment guarantee program HERMES, the French agency COFACE, the Swedish Export Credits Guarantee Board (EKN), the British Export

Credits Guarantee Facility (ECGF), and the Austrian Kontrollbank (OKB). Greece became a member of the Multilateral Investment Guarantee Agency (MIGA) in 1989.

For the purposes of OPIC Currency Inconvertibility insurance, it should be noted that since the Greek drachma was included in the European Union's Exchange Rate Mechanism (ERM) on March 16, 1998, currency inconvertibility is no longer an issue.

Labor

There is an adequate supply of skilled, semi-skilled, and unskilled labor in Greece, although some highly technical skills may be lacking. Illegal workers predominate in the unskilled labor sector in many urban areas. Over 300,000 illegal workers took advantage of a recent government program to legalize their residence and work status. The current unemployment rate is about ten percent. Labor-management relations in the private sector are generally good, but difficulties exist in the public sector, as is evidenced by the higher level of strikes, labor stoppages, and related job actions by public sector employees.

Greece has ratified ILO Conventions protecting workers' rights. Specific legislation provides for the right of association and the rights to strike, organize, and bargain collectively. Greek labor laws prohibit forced or compulsory labor, set a minimum age (15) for the employment of children, regulate “family” employment practices, and determine acceptable work conditions and minimum occupational health and safety standards.

Foreign Trade Zones/Free Ports

Greece has three free-trade zones, located at Piraeus, Thessaloniki and Heraklion port areas. Goods of foreign origin may be brought into these zones without payment of customs duties or other taxes and remain free of all duties and taxes if subsequently transshipped or re-exported.

Similarly, documents pertaining to the receipt, storage, or transfer of goods within the zones are free from stamp taxes.

Handling operations are carried out according to EU regulations 2504/88 and 2562/90. Transit goods may be held in the zones free of bond. The zones also may be used for repacking, sorting and relabeling operations. Assembly and manufacture of goods are carried out on a small scale in the Thessaloniki Free Zone.

Storage time is unlimited, as long as warehouse charges are promptly paid every six months.

Major Foreign Investors

Major U.S. investments in Greece:

(Based on 1997 total assets as reported by the companies. Source: 1999 ICAP - Greek Financial Directory)

NAME OF AMERICAN COMPANY (NAME OF GREEK COMPANY)	TOTAL ASSETS (1997, US $ MILLIONS)
Mobil Oil/BP /1	347.1
Hyatt Hotels Corp.	135.7
Pepsico	97.3
Procter & Gamble	97.3
Philip Morris Group (Jacobs-Suchard Pavlides) (Kraft Hellas)	94.9
Bristol-Myers Squibb	85.3
Texaco	80.8
Abbott Laboratories	72.4
Searle (Vianex)	70.2
Hertz (Autohellas-Hertz)	58.9
Johnson & Johnson	49.4
Colgate Palmolive	46.8
IBM	46.1
General Dynamics/Lockheed (HBDIC)	43.5
Heinz (Copais)	38.9
Dow Chemicals	33.2
McDonald's	32.7
3M	26.4
Xerox	18.4
Marriott (Asty)	17.9
S.C. Johnson and Son	12.7
TOTAL	1,505.9

Major non-U.S. foreign investments in Greece are:

NAME OF FOREIGN COMPANY (NAME OF GREEK COMPANY) — TOTAL ASSETS (1997, US $ MILLIONS)

FRENCH

Pechiney (Aluminium de Greece)	381.3
Promode (Continent)	182.3
Alcatel (Alcatel Cables)	55.2
L'Oreal (Anelor)	47.1
Air Liquide	32.8
TOTAL	698.7

ITALIAN

Concretum (Heracles General Cement) (Halkis Cement)	513.7
Fulgorcavi Halia (Fulgor Greek Electric Cables)	120.4
Italcimenti (Halips Building Materials)	70.4
Barilla (Misko)	28.2
Olivetti	9.9
TOTAL	742.6

GERMAN

Siemens Tele Industrie A.G	64.4
Bayer	49.7
Praktiker	34.4
Beiersdorf	30.1
Schiesser(Schiesser-Pallas Ltd)	21.0
Triumph International	18.4
Stiebel Eltron	11.7
Kumpers & Co	10.4
Hoechst Marion Roussel (Kortag Textilwerke)	9.0
TOTAL	249.1

BRITISH

Metal Box (Hellas Can Packaging Mfrs)	120.2
United Distillers and Vintners	88.2
Rothmans	51.3

Knorr	18.2
TOTAL	277.9

NETHERLANDS

Amstel-Heineken (Athenian Brewery)	336.6
Shell	211.5
Unilever (Elais Oleaginous Products) (Unilever Hellas)	196.6
TOTAL	744.7

/1 Due to the Mobil/BP merger, all or part of this investment could also be counted in the UK section.

VIII.TRADE AND PROJECT FINANCING

The Banking System

The banking and financial sectors have been liberalized considerably since 1987, primarily because of directives from the EU, and are now basically free of state interference.

The Greek banking system consists of a Central Bank (The Bank of Greece), 41 commercial banks, 3 investment banks, 1 specialized bank (Agricultural Bank of Greece), 7 local cooperative banks, the Postal Savings Bank and the Consignments and Loans Bank. Twenty-two of the commercial banks are foreign, including four American banks. Of the Greek commercial banks, the largest is the National Bank of Greece, which accounts for about one-third of the country's banking business.

State-controlled banks and specialized financial institutions together control about 57 percent of deposits and 53 percent of loans. Foreign-owned banks (including other EU-based banks) control about 10 percent of deposits and 14 percent of loans. Greek-owned private banks retain control of the remaining 33 percent of deposits and 33 percent of loans.

The Bank of Greece, the Central Bank, has the exclusive right to issue paper currency. It also acts as the depository for government accounts, and for the mandatory reserve requirements of commercial banks and legal entities. The bank acts as a financial and fiduciary agent for the government's monetary policy decisions. It also supervises the commercial banks and other financial institutions.

The establishment of a foreign bank in Greece must be approved by the Bank of Greece. EU Single Market legislation and banking directives have contributed to the liberalization and deregulation of the Greek banking industry.

Foreign Exchange Controls

Foreign exchange controls have been progressively relaxed since 1985. Medium and long-term capital movements have been fully liberalized. Most restrictions on short-term capital movements were lifted in 1994. Remaining restrictions on short-term capital movements were lifted on August 1, 1997, although some controls still exist to facilitate enforcement of money laundering laws and tax collection. Greece's foreign exchange market is now in line with EU rules on the free movement of capital.

General Financing Availability

Greek capital markets allocate credit on market terms, and while a sound business may have no problem with financing availability, interest rates range from 11.75 (prime rate) to 19 percent.

Banks constitute the main source of financing. The bond market is still embryonic but has been developing steadily. The Athens Stock Exchange is increasingly used as a source of capital financing. The Greek Government has initiated legislation to encourage a venture capital market. Capital-market growth has been hampered by the predominance of small, family-owned firms, and the tendency either to invest in real estate and government bonds or to hold savings in bank deposits.

Checks are predominately used for commercial transactions. Credit cards are widely available and used for retail transactions. Most of the liabilities of the commercial banks are in the form of savings deposits. The majority of bank loans are short-and medium-term; only one-fifth of bank loans are long-term.

Export Financing and Insurance

No special terms govern export financing. Methods of payment are subject to individual agreements. Credit institutions may freely determine interest rates. The Bank of Greece influences interest rates by using the discount rate and other interest rates in its transactions with commercial banks as tools to control the money supply.

EXIMBANK's exposure in Greece is extremely limited. OPIC has not been active in Greece but it signed in 1994 an agreement with its

Greek counterpart (Greek Export Credit Insurance Organization) for the creation of a joint fund for risk insurance in the Balkans and Central and Eastern Europe.

Project Financing Availability

Most of the current infrastructure projects in Greece are co-financed by the EU (approximately $20 billion in the 1994-99 period). The European Investment Bank also participates in the financing of many of the large infrastructure projects in Greece.

U.S. Banks in Greece and Greek Banks with Correspondent U.S. Banking Arrangements

Four U.S. banks have branches in Greece: Citibank (full range of banking services), Citibank Shipping (shipping financing), American Express (lending services) and Bank of America (lending services). Chase Manhattan also keeps a representative office in Athens.

Following is a list of Greek commercial banks with correspondent U.S. banking arrangements:

- National Bank of Greece: The Atlantic Bank of New York, Chase Manhattan, Citibank, Chemical Bank
- Ionian Bank: Chase Manhattan, Banker’s Trust, American Express, Bank America International, Citibank, Chemical Bank
- Bank of Attica: Bank of New York
- Bank of Piraeus: Bank of New York
- Commercial Bank: Chemical Bank, Bank of America International, Chase Manhattan, Citibank, Banker’s Trust
- Credit Bank: Bank of New York, Banker’s Trust, Bank of America, Chase Manhattan, Chemical Bank, Citibank, Morgan Guarantee Trust Bank
- Ergo Bank: Banker’s Trust, Bank of New York, Citibank, American Express
- Egnatia Bank (Thessaloniki): Bank of New York
- Eurobank: Banker’s Trust
- European Popular Bank: Marine Midland Bank
- General Hellenic Bank: Bank of New York
- Macedonia-Thrace Bank: Atlantic Bank of New York, American

Express, Bank of New York, Chase Manhattan, Continental Bank, Citibank, Fidelity Bank

- Xiosbank: Citibank

IX. BUSINESS TRAVEL

1. Business Customs

Greek business people are astute bargainers. Success in business dealings depends on a combination of patience and quick judgment. Greeks are warm and cordial in their personal relationships. A wealth of good restaurants and places of entertainment makes it easy for a business visitor to reciprocate the courtesies shown.

Greek is spoken by 96 percent of the people and is used for all business and official purposes. Language is not a major barrier to foreign business visitors since a relatively high percentage of local officials and business people speak English or French.

Athens time is 7 hours ahead of eastern standard time. Government office hours are 7:30 a.m. - 3:00 p.m., Monday through Friday from October to May. The hours change May through September to 7:00 a.m. - 2:30 p.m., Monday through Friday. Private sector office hours are 8:00 a.m. - 5:00 p.m. (with one hour for lunch). Manufacturing establishments operate from 7:00 a.m. - 3:00 p.m., Monday through Friday. Banking business hours are 8:30 a.m. - 2:00 p.m., Monday through Friday.

2. Travel Advisory and Visas

U.S. citizens may enter Greece with a valid U.S. passport and may stay for up to 3 months. No visas or other formalities are required. Should visitors wish to remain longer, they must submit an application to the immigration authorities at least 20 days before the end of the initial 3-month stay.

Used personal effects of foreigners residing permanently abroad may be imported duty free. Included in the duty free allowance are up to 200 cigarettes, 50 cigars and one liter of liquor. One each of the following articles may also be brought in duty free, provided they are re-exported: still and movie cameras, with suitable film; binoculars; portable radios; portable record players with up to 20 records; and portable typewriters. Travelers must get special permission from Greek police authorities before bringing firearms and ammunition into the country. Flower bulbs, plants, and fresh fruit may not be brought into the country by travelers.

Foreign currency in any amount can be imported freely. However, travelers carrying foreign currency or drachmas exceeding the equivalent of 10,000 EUROs (approximately $9,770) must declare it upon entry. Travelers' checks and other checks, letters of credit, and unendorsed bank drafts issued in the traveler's name need not be declared when entering Greece, since they can be exported freely from Greece.

The export of foreign exchange was liberalized in May 1994. Greek and foreign travelers, however, have to declare any amount exceeding the equivalent of 2,000 EUROs (approximately $1,954) upon their departure.

Greek residents need a certificate from the tax authorities (confirming that the carrier has no outstanding tax obligations) to export foreign currency exceeding the equivalent of 10,000 EUROs.

Mailing abroad of Greek currency, foreign exchange, or checks is forbidden.

3. <u>Holidays</u>

Greek holidays to take into account when planning a business itinerary include the following:

New Year's Day, January 1, 2000 (will be observed Friday, December 31, 1999)
Epiphany, January 6, 2000
Kathara Deftera, March 6, 2000 (varies annually)
Independence Day, March 25, 2000
Good Friday, April 28, 2000 (varies annually)
Holy Saturday, April 29, 2000 (varies annually)
Easter Sunday, April 30, 2000 (varies annually)
Easter Monday, May 1, 2000 (varies annually)
May Day, May 1, 2000
Whit Monday, June 19, 2000 (varies annually)
Assumption Day, August 15, 2000
OXI Day, October 28, 2000
Christmas Eve, December 24, 2000 (half day holiday)
Christmas Day, December 25, 2000
Boxing Day, December 26, 2000
New Year's Eve, December 31, 2000 (half day holiday)

There are also several regional holidays celebrated:

Liberation of Ioannina, February 20, 2000 (Ioannina only)
Dodecanese Accession Day, March 7, 2000 (Dodecanese only)
Liberation of Xanthi, October 4, 2000 (Xanthi only)
St. Demetrios Day, October 26, 2000 (Thessaloniki only)
St. Andreas Day, November 30, 2000 (Patras only)

4. <u>Business Infrastructure</u>

The Greek inland surface transportation is through a road and railroad network. Main streets and highways are paved, while secondary roads are generally rough and ungraded. Most roads are two-lane, except for parts of the National Road which have four lanes. The road network is considered to be good, and is being constantly expanded.

The length of the railroad network is 2,500 kilometers. Of this, 1,500 kilometers is of standard gauge and connects Greece with the Former Yugoslavia Republic Of Macedonia and Western Europe in the north, and with Turkey and the Middle East in the east. The remainder consists of narrow gauge tracks used for national routes.

The bulk of Greek industry is located around 20 sea ports. The largest ports are in Athens (Piraeus), Thessaloniki, and Patras. Patras and Igoumenitsa, a port in the northwest of Greece became major gateways for ferrying road traffic between Greece and Italy, due to the war in Yugoslavia. Almost no direct passenger ship service is available between the U.S. and Greece. Cargo services from the United States are provided by American Export Lines, Farrell Lines, Prudential, and Sea Land Service on a regularly scheduled basis with port calls at Piraeus, Thessaloniki, and Patras. Seaborne cargo shipped from the East coast of the United States reaches Greece in 11 or 12 days.

Airline connections to Greece and to other points in Europe and the rest of the world are excellent. Athens is served by 50 airlines. American international air service to Greece is provided by Delta and Tower Air. Delta added a new direct flight from Atlanta to Athens in June 1999. Olympic Airways, the government-owned national carrier, no longer enjoys its full monopoly. Private Greek-owned companies can now operate non-regular, charter flights (passenger and cargo) domestically and internationally. EU liberalization has also opened the Greek domestic market to EU carriers, though non-Greek airlines are still barred from serving the Greek islands.

Greek telecommunications are being upgraded. Digital service and cellular telephony are available. Direct telephone service to 88 countries is available.

The Hellenic Telecommunications Organization (OTE), a state-owned enterprise, will continue to exclusively operate all telephone and radio communications in Greece until the year 2001. All value-added services were deregulated in 1998 in compliance with EU directives. Private cellular telephony was introduced in 1992 and today serves over 3,500,000 subscribers.
OTE also operates a fast PABX network available to the business community. ISDN was introduced recently, and although the demand is strong, it is available only on a very limited basis.
OTE is also responsible for satellite communications. Coastal and transoceanic radio-telegraph, telephone, and teletype communications are served through six INMARSAT coastal stations.

A satellite station also links Greece with the Intelsat system.

Submarine coaxial cables link Greece with France, Cyprus, Lebanon, Italy, and Syria. Radio-electric networks for TV transmission connect Greece with the former Yugoslavia, Bulgaria, Italy, and Turkey, while a tropospheric scanner links Greece with Cyprus and Libya.

Modern and comfortable accommodations can be found in most areas that a foreign traveler is likely to visit. Growing tourist travel makes advance hotel reservations advisable, particularly during late spring and summer. Prices for accommodations compare favorably with those in other Western European countries.
Athens has several general hospitals and clinics, including specialized pediatric and maternity hospitals. The level of care at these facilities is good, with the only weakness being that the level of support care is considered fair. Most hospitals are equipped with modern diagnostic equipment and trained technicians. General hospitalization, emergency, and most routine surgery can be handled at local facilities. Athens has many English-speaking doctors, trained in the U.S. or Western Europe, who practice in all specialized fields.

Local restaurants and tavernas are safe and good places to eat, though the enforcement of regulations concerning the storage and sale of food is less strict than in the U.S. Local fruits and vegetables are excellent and do not require any special preparation beyond cleaning or cooking. Most types of meats can be procured locally and are safe. Pasteurized milk is safe for consumption. The water in cities throughout Greece is potable. Bottled water is recommended in small villages and the islands, as the water source may be limited and not well treated.

X. ECONOMIC AND TRADE STATISTICS

Appendix A - Country Data

Population:		10.7 million
Population growth rate:		0.5 percent
Religion:	Greek Orthodox:	95-97 percent
	Muslim:	1.5 percent
Government system:		Presidential Parliamentary Republic
Languages:		Greek
Work Week:		Monday - Friday

Appendix B - Domestic Economy

(USD million, except as noted)

	1998	1999 6/	2000 6/
GDP	120,723.8	124,053.9	124,032.6
GDP growth rate 1/	3.7	3.2	3.5
GDP per capita 1/	11,350.1	11,605.2	11,545.5

Govt spending as pct of GDP 1/			
- Excluding interest payments	25.8	26.1	26.0
- Including interest payments	35.0	34.9	34.5
Inflation (percent) 1/	4.7	2.5	1.9
Unemployment (percent) 1/	10.1	9.9	9.5
Foreign exchange reserves 2/	18,191.2	20,000.0	20,000.0
Avg. exchange rate for USD 1.00 2/	295.5	306.0	325.0
Total General Gov't debt/ (domestic and foreign, Maastricht definition) 2/3/4	133,960.0	124,680.0	120,240.0
-as a pct of GDP 5/	106.1	105.1	104.4
Foreign debt (General govt debt, Maastricht definition)2/3/	32,000.0	32,500.0	33,000.0
Debt service ratio (ratio of principal and interest payments on foreign debt to foreign income) 2/	27.8	28.0	28.0
U.S. military assistance 7/ (loans)	N/A	N/A	N/A

For comparisons across years, note that these figures are not adjusted for exchange rate fluctuations.

Sources/Notes: 1/ Ministry of National Economy; 2/ Bank of Greece; 3/ Includes government, public organizations and local authorities debt; excludes debt of public enterprises and banks; 4/End Year exchange rates are used: USD 1.00=282.57 drachmas (1998); 320 drachmas (1999); 350 drachmas (2000); 5/ Ratio of Drachma denominated GDP and debt; 6/ U.S. Embassy estimates; 7/Fiscal Year.

Appendix C - Trade

Total Trade:

(USD Millions)

	1998*	1999*	2000*	Source
Total country exports	10758.0	12053.0	12290.0	(a, c)
Total country imports	28587.0	27500.0	30600.0**	(a, c)
U.S. Exports	939.4	1033.3	3039.0**	(c, b)
U.S. Imports	498.3	548.1	550.0	(c, b)
U.S. share of imports	3.3%	3.8%	9.9%	

**Includes projected U.S. military sales.

Manufactured Goods Imports:

(USD Millions)

	1997	1998	1999	Source
Total imports of				

mfg. goods	19000.7	20520.7	22161.3	(a, c)
Imports of mfg. goods from U.S.	747.7	806.5	418.0	(a, c)
U.S. share of mfg. imports	3.9%	3.9%	3.9%	
Mfg. goods trade balance with U.S. (Jan-Jun 1996)	(406.7)			(a)

Projected average annual growth rate
from world through 2000: 8% (c)

Projected average annual growth rate
from U.S. through 2000: 8% (c)

Trade balance with three leading partners (1995) (a)
Italy(3,317)
Germany (1,928)
France (1,513)

Principal U.S. exports (1998 Top Five) (b)
Aircraft, spacecraft
Arms and Ammunition
Telecommunications Equipment
Oil Seeds/Oleaginous Fruit
Medical, Dental Instruments and Applications

Principal U.S. imports (1998 Top Five) (b)
Lime, Cement, & Fabricated Construction Material
Tobacco, Unmanufactured; Tobacco Refuse
Vegs, roots and Tubers
Aluminum
Works of Art, Collectors' Pieces and Antiques

Agricultural Imports
(USD Millions)

	1998	1999	2000	
Total	4,500	4,600	4,800	(a) (c)
From U.S.	172	185	200	(a) (c)
U.S. share of agricultural imports	4%	4%	4%	
Agricultural trade balance with U.S.	(50)	(50)	(50)	

Agricultural Trade Balance with Three Leading Partners
Germany 37
France (480)
Denmark (140)

Principal U.S. Agricultural Exports (1997 Top Five) (f)
1200 - Soybeans
0700 - Planting Seeds

4400 - Wood Products
1500 - Vegetable Oils
0800 - Tree Nuts

Principal U.S. Agricultural Imports (1997 Top Five) (f)
2400 - Tobacco
0800 - Fruits and Vegetables
1500 - Vegetable Oils
2200 - Wine and Beer
0800 - Tree Nuts

* Estimated

Sources
(a) National Statistical Service of Greece
(b) U.S. Department of Commerce
(c) U.S. Embassy Estimates
(d) Greek customs (excludes military related items)
(e) Agricultural Bank and Eurostat
(f) U.S. Department of Agriculture

Appendix D - Investment Statistics

Statistics on foreign direct investment are not available. Hence there is a wide variation in estimated data on investment levels. Greek statistical data were previously based on records of investment approvals kept by the Ministry of National Economy or the Bank of Greece. The lifting of foreign exchange restrictions resulted in less monitoring of investment inflows and the Ministry of National Economy now keeps records of only the investments that seek government assistance. Bank of Greece records of capital inflows do not distinguish among greenfield investments, acquisitions, foreign borrowing by Greek companies, and other capital transfers. The Greek Government has indicated for several years now that a new data system based on surveys is being set up.

Although there is no official estimate of total foreign investment in Greece, the total stock of foreign investment is estimated at around $6 billion, or approximately 5 percent of GDP (in 1998). Until the Greek Government provides more reliable data, this estimate should serve as a guideline only. Again highlighting the absence of reliable data, the Embassy estimates the total stock of U.S. investment to be about $2.2 billion, slightly over one-third of the total stock of foreign investment. U.S. firms employ about 8,000 people.

XI. U.S. AND COUNTRY CONTACTS

Appendix E - U.S. and Country Contacts

1. Greek Government Agencies

Ministry of Development
Mr. Ilias Apostolakis
Secretary General for Commerce
20 Kaningos Street
GR-101 81 Athens
Tel: 01/380-8664 & 380-0566
Fax: 01/380-3422

Ministry of Development
Mr. Antonios Papathanassopoulos
Secretary General for Development
80 Michalakopoulou Street
GR-101 92 Athens
Tel: 01/748-2762 - 4
Fax: 01/777-2485

Ministry of Development
Mr. Emmanuel Fragoulis
Secretary General for Research and Technology
14-18 Messsoghion Avenue
GR-115 10 Athens
Tel: 01/775-3834
Fax: 01/775-3872

Ministry of Development
Mr. Dimitris Paraskevas
Special Secretary on Privatization
80 Michalakopoulou Street
GR-101 92 Athens
Tel: 01/771-6205

Ministry of National Economy
Mr. Stefanos Avgouleas
Secretary General
Ermou & 1 Kornarou Streets
GR-105 63 Athens
Tel: 01/328-6012
Fax: 01/328-6017

Ministry of National Economy
Mr. George Papaioannou
Secretary General
5 Nikis Street, Syntagma Square
GR-101 80 Athens
Tel: 01/333-2496, 333-2492
Fax: 01/333-2499

Ministry of Finance
Dr. Ioannis Kousoulakos

Secretary General
37 Panepistimiou Street
GR-101 65 Athens
Tel: 01/333-8447
Fax: 01/323-9980

Ministry of Finance
Mr. Haris Alamanos
Secretary General
10 Karagiorgi Servias Street
GR-101 84 Athens
Tel: 01/323-8549
Fax: 01/322-4071

Ministry of Environment, Planning and Public Works
Mr. Theodoros Koliopanos
Deputy Minister for Environment
17 Amaliados Street
GR-115 23 Ambelokipi, Athens
Tel: 01/644-7493
Fax: 01/643-2589

Ministry of Environment, Planning and Public Works
Mr. John Chrysicopoulos
Secretary General for Public Works
182 Charilaou Trikoupi Street
GR-101 78 Athens
Tel: 01/642-6158 & 641-0741
Fax: 01/642-68360

Ministry of Defense
Mr. Dimitris Apostolakis
Deputy Minister
Pentagono, Holargos
GR-155 00 Holargos
Tel: 01/645-7351 & 645-7244
Fax: 01/652-8919

Ministry of Transportation & Communications
Prof. Yannis Maniatis
Secretary General
13 Xenofontos Street
GR-105 57 Athens
Tel: 01/324-4507
Fax: 01/324-0506

Ministry of Transportation & Communications
Mr. Emmanouel Giakoumakis
Secretary General for Communications
49 Syngrou Avenue
GR-117 43 Athens
Tel: 01/924-5927
Fax: 01/924-9632

Ministry of Agriculture
Mr. Evaggelos Tsekouras
Secretary General
EU and International Matters
5 Aharnon Street
GR-101 76 Athens
Tel: 01/524-6740
Fax: 01/524-0955

Ministry of Agriculture
Mr. Panayiotis Tsotros
Director General
EU and International Matters
2 Aharnon Street
GR-101 76 Athens
Tel: 01/524-3458
Fax: 01/524-9097

Supreme Chemical Laboratory
Ms. Aggeliki Assimakopoulou
16, Anastasiou Tsoha Street
GR-115 21 Athens
Tel. 01/647-9000
Fax: 01/646-6229

Hellenic Civil Aviation Authority (HCAA)
Mr. Dimitrios Georgarakis
Governor
1 Vassileos Georgiou Street
GR-166 04 Hellenikon, Athens
Tel: 01/894-4263 & 894-4243
Fax: 01/894-4279

Public Power Corporation (PPC)
Mr. George Birdimiris
President
30 Chalkokondyli Street
GR-104 32 Athens
Tel: 01/523-1508
Fax: 01/523-9906

Hellenic Petroleum (HELPE S.A.)
Mr. Eleftheros Tzelas
President
17th klm Athinon-Korinthou
GR-19 300 Aspropyrgos
Tel: 01/553-3000
Fax: 01/553-3010

Public Natural Gas Corporation (D.EP.A.)
Mr. Savvas Papafilippou

Managing Director
207 Messogion Avenue
GR-115 25 Neo Pyschiko
Tel: 01/674-9501
Fax: 01/674-9504 & 675-5402

Hellenic Telecommunications Organization (OTE)
Mr. George Symeonidis
Managing Director
OTE Building
99 Kifissias Avenue
GR-151 81 Amaroussion, Athens
Tel: 01/611-5011
Fax: 01/689-9899

Dimokritos National Research Center
Professor Dionyssios S. Ithakissios
President
EKEFE Dimokritos
GR-153 10 Aghia Paraskevi, Attiki
Tel: 01/651-3021
Fax: 01/651-0594

Hellenic Railways Organization (OSE)
Professor Christos Papageorgiou
President
1 Karolou Street
GR-104 37 Athens
Tel: 01/524-2205 & 524-8710
Fax: 01/524-2119

Piraeus Port Authority (OLP)
Mr. Harilaos Psaraftis
General Director
10 Akti Miaouli
GR-185 38 Piraeus
Tel: 01/452-0910 - 9
Fax: 01/452-0852

Thessaloniki Port Authority (OLTH)
Mr. Apostolos Genitsaris
President
P.O. Box 10467
GR-541 10 Thessaloniki
Tel: 031/593-520 & 530-721
Fax: 031/530-729 & 510-500

Depanom (in charge of hospital products)
Mr. Theodore Skartsiaris
Director General
120 Vasilissis Sophias Avenue
GR-115 26 Athens
Tel: 01/775-0240
Fax: 01/779-9944

Institute of Social Insurance (IKA)
Mr. Grigorios Solomos
Governor
8 Aghiou Constantinou Street
GR-104 31 Athens
Tel: 01/524-9397 & 522-4861
Fax: 01/522-9180

Agricultural Bank of Greece (ATE)
Mr. Petros Lambrou
Governor
23 Panepistimiou Street
GR-102 21 Athens
Tel: 01/324-2966 & 323-6253
Fax: 01/325-5079

Hellenic Industrial Development Bank (ETVA)
Mr. George Kasmas
Governor
87 Syngrou Avenue
GR-117 45 Athens
Tel: 01/929-4972 & 924-1780
Fax: 01/924-1773

Hellenic Radio-Television (ET-1)
Mr. Panagiotis Panagiotou
President
432 Mesogion Avenue
GR-153 42 Aghia Paraskevi, Athens
Tel: 01/606-6000 & 606-6835
Fax: 01/600-9325

New Greek Television (NET)
Mr. Panagiotis Panagiotou
President
136 Mesogion Avenue
GR-156 69 Athens
Tel: 01/770-7190
Fax: 01/777-6239

Hellenic Air Force General Staff
Colonel (Air Force) Christos Paschalakis
Director
Procurement Office
40 Dimitriou Soutsou Street
GR-115 21 Athens
Tel: 01/644-4650
Fax: 01/644-4650

Hellenic Navy Command
Captain Charalambos Nafrozidis
Director

Supreme Procurement Committee (AEP)
2 Paparigopoulou Street
GR-105 61 Athens
Tel: 01/323-0781
Fax: 01/323-4463

Hellenic Navy Command
Commodore Stamatis Leftheriotis
Supply Center (KEFN)
Skaramangas, Athens
Tel: 01/557-2670
Fax: 01/557-2694

Greek Standards Organization (ELOT)
Mr. Panayiotis Theofanopoulos
Managing Director
313 Aharnon Street
GR-111 45 Athens
Tel: 01/228-0001 & 223-4966
Fax: 01/228-3034

The National Pharmaceutical Organization (EOF)
Mr. George Liveris
General Director
284 Mesogion Avenue
GR-155 62 Halandri
Tel: 01/654-5533
Fax: 01/651-2663

2. Country Trade and Industry Associations

American-Hellenic Chamber of Commerce
Mr. Sotiris Yannopoulos
Executive Director
16 Kanari Street
GR-106 74 Athens
Tel: 01/362-3231 & 363-0707
Fax: 01/361-0170

American-Hellenic Chamber of Commerce
Mr. Alexander Athanassiou
Director
20 Venizelou Street
GR-546 24 Thessaloniki
Tel/Fax: 031/225162

Association of Pharmaceutical Companies of Greece (SFEE)
Mr. Leonidas Krassaris
President
30 Vas. Georgiou & Mikras Asias
GR-152 33 Chalandri
Tel: 01/668-9101
Fax: 01/689-1060

Athens Association of Commercial Agents
Mr. Paul Yiannacopoulos
President
15 Voulis Street
GR-105 63 Athens
Tel: 01/323-2622
Fax: 01/323-8378

Athens Chamber of Commerce and Industry
Mr. John Papathanassiou
President
7 Academias Street
GR-106 71 Athens
Tel: 01/360-2411 & 360-4815
Fax: 01/360-7897

Federation of Greek Food Industries (SEVT)
Mr. Aristides Simeonoglou
President
69 Ethnikis Antistaseos Street & Eptanisou 2
GR-152 31 Halandri
Tel: 01/671-1177 & 672-3215
Fax: 01/671-1080

Federation of Greek Industries (SEV)
Mr. Jason Stratos
President
5 Xenofontos Street
GR-105 58 Athens
Tel: 01/323-7325 & 323-7083
Fax: 01/322-2929

Hellenic Central Union of Chambers of Commerce and Industry
Mr. Andreas Kyriazis
President
7 Academias Street
GR-106 71 Athens
Tel: 01/363-2702
Fax: 01/362-2320

Machinery Importers and Representatives Association
Mrs. Zacharoula Scouta
General Director
113 Orfeos Street
GR-118 55 Athens
Tel: 01/345-0511
Fax: 01/347-0555

Pharmaceutical Research and Manufacturers of American (PHARMA)
Mr. Leonidas Crassaris
President
290 Mesogion Avenue

GR-155 62 Holargos
Tel: 01/654-4962-6506100
Fax: 01/654-4964 & 654-4965

Piraeus Chamber of Commerce and Industry
Mr. George Kassimatis
President
1 Loudovikou Street, Rousvelt Square
GR-185 31 Piraeus
Tel: 01/417-7241 & 417-9480
Fax: 01/417-8680

Technical Chamber of Greece (TEE)
Mr. Costas Liaskas
President
4 Karagiorgi Servias Street
GR-102 48 Athens
Tel: 01/325-4590
Fax: 01/322-1772

Thessaloniki Chamber of Commerce and Industry
Mr. Dimitris Bakatselos
President
29 Tsimiski Street
GR-546 24 Thessaloniki
Tel: 31/275-341 & 276-016
Fax: 31/230-237

Union of Greek Shipowners
Mr. John Liras
President
85 Akti Miaouli Street
GR-185 38 Pireaus
Tel: 01/429-1159
Fax: 01/429-0107

Union of Supermarket Business
Mr. George Zarouhliotis
Director
37 Pireos Street
GR-105 53 Athens
Tel: 01/321-7510
Fax: 01/321-2364

3. Country Market Research Firms

A.C. Nielsen Hellas Ltd.
Mrs. Juliano Rossi
General Manager
2 Charokopou Street - 196 Syngrou Avenue
GR-176 71 Kallithea, Athens
Tel: 01/950-0300
Fax: 01/959-8294

Deloitte & Touche S.A.
Mr. Michael Hadjipavlou
Managing Partner
250-254 Kifissias Avenue
GR-152 31 Halandri
Tel: 01/677-6230
Fax: 01/677-6221

Delos S.A.
Mr. Costis Stambolis
Director
3 Alexandrou Soutsou Street
GR-106 71 Athens
Tel: 01/362-8457
Fax: 01/364-6144

DTZ Mihalos S.A.
Mr. Peter Mihalos
International Property Advisers
7 Kriezotou Street
GR-106 71 Athens
Tel: 01/361-3101
Fax: 01/361-3863

EBIAM
Industrial Development & Planning Consultants Ltd.
Mr. Elias Karagiorgas
Director
26-28 Asklipiou Street
GR-106 80 Athens
Tel: 01/361-7165
Fax: 01/645-0322-3635665

Ernst & Young (Hellas) S.A.
Mr. Christos Glavanis
Managing Director
3-5 Ilission Street
GR-115 28 Athens
Tel: 01/748-8610
Fax: 01/775-9790

ICAP Hellas S.A.
Mr. Dimitrios Maniatakis
Managing Director
64 Vas. Sophias Avenue
GR-115 28 Athens
Tel: 01/724-7884 - 8
Fax: 01/722-0255

Kantor S.A.
Mr. Costas Mitropoulos
President

4 Vasilissis Sophias Avenue
GR-106 71 Athens
Tel: 01/725-1440
Fax: 01/724-9528

KPMG Peat Marwick Kyriacou
Mr. Marios Kyriacou
Managing Director
3 Stratigou Tombra Street
GR-153 42 Agia Paraskevi
Tel: 01/606-2100 - 10
Fax: 01/606-2111

LDK S.A.
Mr. Leonidas Damianides
Managing Director
7 Spyrou Triantafyllou Street
GR-113 61 Athens
Tel: 01/862-9660 - 2
Fax: 01/861-7681

Market Analysis
Mr. Antony May
General Director
190 Ymitou Street
GR-116 36 Athens
Tel: 01/726-4704 & 726-4664
Fax: 01/701-9355 & 726-1081

Marketing Research Center Hellas Ltd. (KEME)
Mr. Andreas Zahariou
Managing Director
24 Ippodamou Street
GR-116 35 Athens
Tel: 01/701-8082 & 701-6965
Fax: 01/701-7837

MRB Hellas
Mr. Dimitrios Mavros
Managing Director
17 Valaoritou Street
GR-106 71 Athens
Tel: 01/362-5801
Fax: 01/362-9145

Price Waterhouse
Mr. Richard Caseley
Partner
330 Thisseos Avenue
GR-176 75 Kallithea, Athens
Tel: 01/930-8180 & 930-8181
Fax: 01/930-8182

DTZ Mihalos

Mr. Peter G. Mihalos
Managing Director
7 Kriezotou street
106 71 Athens, Greece
Tel: 361-3101
Fax: 361-3863

Research International Hellas S.A.
Mrs. Nicki Eleni Lambropoulou
President
8-12 Halkidonos Street
GR-115 27 Athens
Tel: 01/775-3001 - 2
Fax: 01/779-5886

Runner
Mr. George Costopoulos
Managing Director
19 Klisthenous Street
GR-105 52 Athens
Tel: 01/522-5567
Fax: 01/520-0125

Trek Ltd.
Mr. Thomas Papapolizos
125-127 Kifissias Avenue
Cosmos Center
GR-155 24 Athens
Tel: 01/649-6157
Fax: 01/649-5450

4. National Dailies and Business Magazines

KATHIMERINI (Daily newspaper)
57 Sokratous Street
GR-104 31 Athens
Tel: 30/1/529-9000
Fax: 30/1/522-8894
Contact: Stamos Zoulas, Chief Editor

EXPRESS (Daily financial newspaper)
39 Amaroussiou Halandriou Street
GR-151 25 Maroussi, Athens
Tel: 30/1/689-9400
Fax: 30/1/689-9422-1
Contact: Aristides Zergitis, Chief Editor

KERDOS (Daily financial newspaper)
178 Kifissias Avenue
GR-152 31 Halandri, Athens
Tel: 30/1/647-7881
Fax: 30/1/647-7893
Contact: Serafim Konstantinidis, General Director

EPENDYTIS (Weekly financial newspaper)
CLEVER HELLAS LTD
116 Kifissias & 1 Davaki Streets
GR-115 26 Athens
Tel: 30/1/649-0000
Fax: 30/1/692-9022
Contact: Nikos Felekis, Chief Editor

KEFALEO
4 Thermopilon Street
GR-152 33 Halandri, Athens, Greece
Tel: 30/1/682-0723
Fax: 30/1/682-7058
Contact: Theocharis Filipopoulos, Managing Director

AGORA
178 Kifissias Avenue
GR-152 31 Halandri, Athens, Greece
Tel: 30/1/647-3384
Fax: 30/1/647-7893
Contact: Kyriakos Livaditis, Chief Editor

ECONOMIKOS TACHIDROMOS
Lambrakis Press
3 Hristou Lada Street
GR-102 37 Athens, Greece
Tel: 30/1/333-3555
Fax: 30/1/323-8740
Contact:Yiannis Marinos, Publisher

TROFIMA KAI POTA ("Food and Drink")
110, Syngrou Ave
GR-117 41 Athens
Tel. 01/9240-748
Fax: 01/9219-891-9242650
Contact: Mr. Kyriakos Korovilas, Editor

5. Country Commercial Banks

Agricultural Bank of Greece
Mr. Petros Lambrou
Governor
23 Panepistimiou (Eleftheriou Venizelou) Street
GR-102 21 Athens
Tel: 01/329-8427
Fax: 01/325-5079

American Express Bank Ltd
Mr. Gus Kostakis
Managing Director
31 Panepistimiou (Eleftheriou Venizelou) Street
GR-102 26 Athens
Tel: 01/323-4781 & 322-8805

Fax: 01/322-4919 & 323-0495

Bank of America
Mr. Werner J. Schubert
President and Country Manager
35 Panepistimiou (Eleftheriou Venizelou) Street
GR-105 64 Athens
Tel: 01/324-5901
Fax: 01/324-1936

Citibank N.A.
Mr. Takis Arapoglou
General Manager
8 Othonos St.
GR-105 57 Athens
Tel: 01/322-7471 & 329-2301
Fax: 01/324-0829 & 324-2535

Commercial Bank of Greece
Mr. Constantinos Georgontsakos
President
11 Sofokleous Street
GR-102 35 Athens
Tel: 01/321-0911 & 321-1101
Fax: 01/323-4333 & 324-3508

Credit Bank
Mr. Yannis Costopoulos
President
40 Stadiou Street
GR-102 52 Athens
Tel: 01/326-0000
Fax: 01/326-5488 & 326-2138

Ergobank
Mr. Xenofon Nikitas
President
3-5 Kolokotroni & Voulis Streets
GR-105 62 Athens
Tel: 01/323-8904 - 5
Fax: 01/322-8906 & 325-3308

General Hellenic Bank
Mr. George Daskalakis
President
9 Panepistimiou (Eleftheriou Venizelou) Street
GR-102 29 Athens
Tel: 01/325-0301 & 322-4000
Fax: 01/322-2271 & 324-8334

Ionian Bank
Mr. Harris Stamatopoulos
President

45 Eleftheriou Venizelou Street
GR-102 43 Athens
Tel: 01/324-3087
Fax: 01/323-6739

National Bank of Greece
Mr. Theodore Karatzas
Governor
86 Eolou Street
GR-105 69 Athens
Tel: 01/334-1002 & 334-1006 & 334-1010
Fax: 01/334-1003

6. Embassy and Consulate General Trade Personnel

The American Embassy in Athens is located at:
91 Vasilissis Sofias Avenue
GR-101 60 Athens, Greece
Tel: 01/721-2951
Fax: 01/645-6282

For commercial, agricultural and economic matters you may wish to contact the following personnel:

Commercial Affairs
Patrick Santillo
Commercial Counselor
Fax: 01/721-8660 (direct)

Agricultural Affairs
Elizabeth Berry
Agricultural Counselor
Fax: 01/721-5264 (direct)

Economic Affairs
Jack Felt
Economic Counselor
Fax: 01/729-4312

The U.S. Consulate General in Thessaloniki is located at:
43 Tsimiski, 7/F
GR-546 22 Thessaloniki
Tel: 031/242-905
Fax: 031/242-927

Consul General Paul Stephenson is responsible for commercial and economic issues. NOTE: Pending available funding, the U.S. Commercial service plans to open an office in Thessaloniki during FY 2000. Please contact 1-800-USA-TRADe for the latest developments.

7. Washington-based U.S. Government Country Contacts

USA Trade Center

Tel: (800) USA-TRADe

U.S. Department of Commerce
Ms. Ann Corro
Greek Desk Officer
MAC/EUR, Rm H3044
Washington, D.C. 20230
Tel: (202) 482-3945
Fax: (202) 482-2897

U.S. Department of State
Mr. Phil Kosnett
Greek Desk Officer
EUR/SE, Rm 5511
Washington, D.C. 20520
Tel: (202) 647-6113
Fax: (202) 647-5087

U.S. Department of Agriculture
Mr. Dan Berman
Director Ag Export Services Division
Foreign Agricultural Service
Rm. #4939 South Building
Washington, D.C. 20250
Tel: (202) 720-6343
Fax: (202) 690-0193

8. U.S.-based Multipliers Relevant for Greece

The Greek Embassy
Office of the Commercial Counselor
Mr. Leonidas Ananiades
2211 Massachusetts Avenue, N.W.
Washington, D.C. 20008
Tel: (202) 332-2844
Fax: (202) 328-3105

The Greek Embassy
Office of the Economic Counselor
Mrs. Anna Constandinidou
1731 21st Street
Washington, D.C. 20009
Tel: (202) 745-7100
Fax: (202) 265-4291

The Greek Embassy
Offices of the Military and Defense Attaches
Brigadier General George Simos
2228 Massachusetts Avenue, N.W.
Washington, D.C. 20008
Tel: (202) 234-5695
Fax: (202) 232-2605

Greek Consulate General
Commercial Section
Mr. John Papadimitriou, Commercial Counselor
150 East 58th Street
New York, New York 10022
Tel: (212) 751-2404
Fax: (212) 593-2278

Greek Consulate General
Col. Charalambos Manessis, Consul General, Washington
69 East 79th Street
New York, New York 10021
Tel: (212) 988-5500
Fax: (212) 734-8492

Greek Consulate General
Vacant, Consul General
Mr. Athanasios Makrandreou, Commercial Attache
168 North Michigan Avenue
Suite 500
Chicago, Illinois 60601
Tel: (312) 332-1716
Fax: (312) 236-5127

Greek Consulate General
Mr. Taxiarchis Christopoulos
2441 Gough Street
San Francisco, California 94123
Tel: (415) 775-2102
Fax: (415) 776-6815

Greek Consulate General
Mr. George Chatzimichelakis, Consul General
86 Beacon Street
Boston, Massachusetts 02108-3304
Tel: (617) 523-0100
Fax: (617) 523-0511

Greek Consulate
Mr. Panoyiotis Stournaras
1360 Poet Oak Boulevard
Suite 2480
Houston, Texas 77056
Tel: (713) 840-7522
Fax: (713) 840-0614

Greek Consulate General
Mr. George Avgoustis, Consul General
12424 Wilshire Blvd, Suite 800
Los Angeles, California 90025
Tel: (310) 826-5555
Fax: (310) 826-8670

Greek Office of Commercial Affairs

Mrs. Anastasia Zografou, Commercial Attache
11835 West Olympic Boulevard
Los Angeles, California 90064
Tel: (310) 913-3434
Fax: (310) 914-4577

Greek Consulate General
Mr. Dimitrios Macrynicolas, Consul
Tower Place; Suite 1670
3340 Peachtree Rd, NE
Atlanta, Georgia 30026
Tel: (404) 261-3391/3313
Fax: (404) 262-2798

Greek Consulate
Mr. George Dogoritis, Consul
World Trade Center
2 Canal Street, Suite 2318
New Orleans, Louisiana 70130
Tel: (504) 523-1167
Fax: (504) 524-5610

Greek National Tourist Organization
Mr. George Kouros, Director
Olympic Tower
645 Fifth Avenue, 5th Floor
New York, New York 10022
Tel: (212) 421-5777
Fax: (212) 826-6940

XII. MARKET RESEARCH AND TRADE EVENTS

Appendix F - Market Research

Industry reports are available on the National Trade Data Bank.

Upcoming 1999-2000 Agricultural Reports:

Dried Fruit Annual	10/99
Competitor Report	10/99
Planting Seeds	10/99
Citrus Annual	11/99
Kiwi Fruit Annual	01/00
Sugar Annual	04/00
Tobacco Annual	05/00
Tomatoes and Products Annual	05/00
Oilseeds and Products Annual	06/00
Cotton Annual	06/00
Livestock Annual	08/00
Fresh Deciduous Fruit Annual	09/00
Canned Deciduous Fruit Annual	09/00
Marketing Information Report	09/00

Agricultural reports are available from the Reports Office, U.S. Department of Agriculture, Foreign Agricultural Services, Washington, D.C. 20250.

Appendix G - Trade Event Schedule

U.S. Government Supported Exhibitions:

- Thessaloniki International Fair (General)
  Thessaloniki, September 4-13, 1999
- International Food and Beverage Exhibition
  Athens, February 17-21, 2000

International Buyer Programs in FY 2000

- Pack-Expo '98
  Chicago, IL, November 8-12, 1998
- Offshore Technology Conference
  Houston, Texas, May 3-6, 1999
- Waste Expo '99
  Dallas, TX, June 7-11, 1999

Important Trade Fairs to be Held in Greece in FY 2000

- Thessaloniki International Fair (General)
  Thessaloniki, September 4-13, 1999
- INFOSYSTEMS HI TECH (Information/Computer Network Systems)
  Thessaloniki, September 29-October 3, 1999
- Kosmima (Jewelry, Clocks, Watches, Silver plate)
  Thessaloniki, October 15-18, 1999
- Philoxenia '99 (International Tourism Exhibition)
  Thessaloniki, November 4-7, 1999
- ZYMA (Bakery and Confectionary
  Athens, January 21-28, 2000
- International Food and Beverage Exhibition
  Athens, February 17-21, 2000
- KEM 2000 (International Exhibition of Franchising)
  Athens, February 25-28, 2000
- Interwood (Lumber products and machinery)
  Athens, April 5-9, 2000
- Mediterra (Mediterranean and healthy products)
  Athens, May 11-15, 2000
- OASIS 2000 (Floriculture, gardening, decoration)
  Athens, September 2000